

COMPANY HELPS LOCAL DEALERS

Perkins Motor Company
Sponsoring Competi-
tion for Ford Cars

How one of the largest manu-
facturing concerns in the country
cooperates with their dealers to
keep local business in the hands
of local concerns, was interest-
ingly brought out in a talk with one
of La Grande's tire merchants last
week.

The company to which he point-
ed particularly for its work in this
direction is The United States Rub-
ber company.

There are several reasons, it is
said, aside from the point of keep-
ing home money at home, why lo-
cal tire stores are the logical place
to buy tires rather than the mail
order houses.

Tires need looking after by an
experienced tire man. He must

have a well equipped and well
stocked shop and be able to tell
whether a tire is doing its work
properly, and if not, why not.

For instance, an expert tire man
can tell whether tires are wearing
unduly because of the wheels be-
ing out of alignment and can cor-
rect the trouble in time.

If improperly equalized brakes
are causing tire wear, the tire man
can tell that and warn the owner.
This sort of service one cannot
expect when one buys tires from
mail order houses.

The United States Tire company
started 11 years ago to educate
people to their interest in support-
ing the legitimate home town tire
dealer.

In addition to running its own
educational campaign in local
papers without interruption for 11
consecutive years, the company en-
courages the dealer to supplement
it with advertising of his own and
helps him do it. Under certain
conditions it even shares the ex-
pense of the dealer's own adver-
tising.

Recent improvements in produc-
tion methods now enable the Uni-
ted States Rubber company to
market, through the local dealers,

Motorists of Nation to Declare War on the "Hit and Run" Driver

On its own behalf and on be-
half of the 842 clubs affiliated
with it throughout the country,
the American Automobile associa-
tion has broadcast a strong ap-
peal urging relentless warfare on
the "hit-and-run" drivers every-
where.

The appeal, which went out un-
der the name of Thos. P. Henry,
president of the A. A. A., was
based on reports which show that
this particular brand of lawless-
ness and cowardice has not re-
ceived in the past the attention
which it deserved. Hence the
need of an organized campaign by
the motorists generally to do away
with this species of driver.

Mr. Henry's statement pointed
out that the fact that in some
cases it is difficult to get at the

tires of known quality, bearing the
company's full warranty, for as
little money or even less than the
cost of nameless mail order tires
of uncertain value.

hit-and-run driver is all the more
reason why he should be dealt
with in exemplary fashion once
the law gets hold of him.

"There are two ways," said
President Henry, "in which mem-
bers of the A. A. A., motorists
generally and other agencies can
give invaluable assistance in re-
moving this blot on motordom,
perhaps its worst."

Two Ways to Help

"The first, succinctly, is to ac-
tually apprehend the hit-and-run
driver or at least to give chase so
that his license number can be
made available immediately to the
police. It often happens that
motorists who have an opportuni-
ty to perform this public service
are more interested in seeing what
has happened to the victim of the
accident than they are in captur-
ing the person responsible for it."

"Club members and others, I
am sure, will be more than will-
ing to do their share in this re-
spect. Such a movement already
has been started by many clubs
affiliated with the American
Automobile association."

"The second way is more com-
plex and seems to require more
than the cooperation merely of
motorists. It is the reduction of
this hysterical practice by erad-
icating all drivers to the utter
hopeless stupidity of it. Motor
clubs and all other agencies
should take part in such an edu-
cational campaign."

"The hit-and-run driver, from
a psychological perspective, in many
cases is a pathetic figure. He is
the victim of the worst of all hu-
man emotions—fear. His action
undoubtedly makes him criminal
where, his ordinary impulse might
be toward the very best in our
civilization."

"He is the victim of a human
temptation, one that besets all of
us—to flee from trouble. Fortu-
nately, most of us are capable of
resisting the temptation."

"A concerted campaign, I be-
lieve, could do much to show the
hopeless futility of running away
after an accident. Guilty or not
guilty of carelessness, negligence
or infraction of the traffic laws,
the minute the driver who figures
in an accident flees, the burden of
proof of his innocence rests with
him and he puts himself in the
worst possible position before the
law. There is a tremendous as-
sumption of guilt that can not be
allayed."

"Innocent, in a great many
cases, drivers go on daily con-
victing themselves by not having
the courage to face the difficulty
into which they have been thrown.
It is time such emotionally unsta-
ble persons were taught the folly
of their actions."

"Motor clubs can take the lead
in this vital educational move-
ment. It is one in which other
agencies will cooperate heartily.
Primarily it seems the task of or-
ganized automobile ownership, for
the practice is one that is ruin-
ing an indelible scar on the face
of motordom."

"I am confident that remark-
able results will be achieved once
the A. A. A. local clubs set their
shoulders to the wheel."

Balloons Highest Among Shipments

NEW YORK, Oct. 30.—Ship-
ments of all types of automobile
casings—balloons, cords, fabrics,
solids and cushions—in the first
eight months of this year showed
a decline of 1,632,304 when com-
pared with the corresponding peri-
od of 1925.

All classes, with the exception of
balloons, showed declines in this
period, the greatest falling off oc-
curring in the fabric casings. Com-
plications made by the Rubber as-
sociation of America, representing 75
per cent of the industry, show that
there were 13,806,346 low pressure
casings shipped in the first eight
months of this year, against 9,-
491,985 in the corresponding peri-
od of 1925, and 14,929,137 in the
full year 1925.

Larkson: I'm going up to the
jail. I want to talk with the bun-
dit who took my car.

Parkson: What's the use?
Larkson: Maybe he'll tell me
how he got 50 miles an hour
out of her.

Hubby Loses



When Harry Sanden of Seattle di-
vorced Mrs. Mary Victoria Sanden
two years ago he didn't know she
was to inherit a \$100,000 estate in
Australia. And Mrs. Sanden didn't
know she was divorced. Receiving
the estate the other day, she hur-
ried back to Seattle to "divvy" it
with her hubby, only to learn she
didn't have any. What Mr. Sanden
is thinking is not recorded.

Ford OWNERS! Gasoline Mileage Contest

Saturday, Nov. 6th

AT 2:30 P. M.

In order to make an accurate test of the mileage Ford owners are get-
ting with the Improved Ford models we are going to stage this contest.

FREE!

1st Prize—Set Front and Rear Ford Bumpers.
2nd Prize—Stewart Speedometer.
3rd Prize—Automatic Windshield Swiper.

THE JUDGES

W. C. CREWS, City Manager.
RALPH HURON, Postmaster.
HARVEY MATTHEWS, Business Manager The Observer.

RULES OF THE CONTEST

All cars must be Ford Standard Stock Models. (May be equipped
with Ruckstell axle.)

All cars entered must be the Improved Models and not over 13
months old.

Cars must be at our garage by 12 o'clock noon, day of the contest
to be inspected, all gasoline drained out and one gallon put in tank for
the test. The tank will then be sealed by the judges.

The cars running the farthest will be awarded the prizes in the
order named. The route to be selected by the judges.

ENTER YOUR CAR AND FIND OUT JUST HOW GOOD IT IS.

Perkins Motor Company

Eastern Oregon's Largest Ford Agency
Cor. 4th and Adams.

Phone M-500.

MAKE THE OLD BUS

Wild To Go

Fill Up With

Winter Red Crown Gas

And Be Sure of
YOUR TIRES

Our Tire Service is complete. If they only need inflation, we
have plenty of free air; if the tires need repairs, our equipment
and experience assures a good job—and if your car needs new
tires, you will get miles of service from C. T. C.s.

JOHNS BROS.

Cor. Adams and Hemlock
La Grande Tire Shop - Filling Station

CATERPILLAR
REG. U.S. PAT. OFF.

POWER to Spare

with the "CATERPILLAR."
For plowing, seeding, and a multitude
of other jobs there is that satisfaction
of having ample power.

BUNTING TRACTOR
COMPANY

Dealer "Caterpillar" Tractor—"Holt" Combined Harvesters
Jefferson and Elm Streets

