

MOTORISTS SEEK THE BEST TIRES DEALER ASSERTS

Tendency to Purchase the Cheaper Grade No Longer in Ascendancy

INSTANCES CITED
BY C. BOHNENKAMP

Fifty Per Cent Service Purchased for 20 Per Cent More Initial Expenditure.

That the rank and file of motorists are more and more demanding quality and service in automobile tires and are turning from the cheaper or "competitive" class more and more is the declaration of C. Bohnenkamp, of the W. H. Bohnenkamp company which has the exclusive agency for Goodyear tires in La Grande.

"People are becoming convinced that the better quality tires pay," he said. "Second run tires have been heavily bought during the last two years, due to the condition of the rubber market, but this condition is changing and with prices returning to normal, the demand for cheaper grade tires is lessening."

Cites Many Cases

He cites many cases—instances where local motorists have experimented with both grades of tires, and says that practically every time the cheaper tires began to give way after 8,000 to 10,000 miles of service had been rendered. On the other hand, the first class tires give an average of 18,000 miles and almost never less than 15,000. In many instances the first quality tire has passed the 25,000-mile mark before it began to go to pieces.

"The tendency is to buy the best after buying second-grade tires and finding out for themselves that three or four dollars more means from 10,000 to 12,000 more miles service and added satisfaction," Bohnenkamp said.

In addition, Bohnenkamp gave several other hints for tire users.

Proper Inflation

"If you are a driver of balloon tires and frequently experience 'shimmying' of the front wheels while on the road, test the inflation of your front tires. The factory at Akron has conducted exhaustive tests during the past year along these lines and determined that a great percentage of this unpleasant driving difficulty is due to the front tires being under inflated. In some cases a slight adjustment of the wheels may be advisable but almost always it is only necessary to add a few pounds of air to the tires to remove the cause of 'shimmying'."

Same Pressure Desirable

"On most tires we have found that it is a good practice to have as much pressure in the front tires as in the rear, though many drivers object to this. However, if they have any trouble with their front wheels wobbling, it is almost always due to under inflation. Keep the tire pressures up if you want maximum mileage and satisfaction."

Use Brakes Carefully

"If the brakes are set so that one wheel locks and slides more rapidly than the others, it follows that the wheel is getting most of the work and the tire getting most of the wear. Avoid using your brake too suddenly and have them inspected and you will be saving your tires."

The W. H. Bohnenkamp company has handled the Goodyear tires since 1916 and is now entering the 11th year as agent. The company now has 100 per cent Goodyear tires, carrying no other brands in stock. The stock is always kept up and is one of the most complete in Eastern Oregon.

New Sizes Coming

Eight new sizes in balloon tires in addition to the ordinary standards have materialized this year and Bohnenkamp declares that these sizes will be in stock just as soon as the factory can make arrangements to ship them.

Another Goodyear feature the company sells is the new Goodyear rubber tire chain, which is becoming quite popular. The new sets were first introduced in 1925 but the Bohnenkamp company, adhering to its policy of having a product proven satisfactory before pushing it, tried out only a few "pushing" it after finding tests satisfactory the company is carrying the sets in larger numbers and reports sales heavy this season.

Year Successful One

The past year proved a very successful one in tires and the Bohnenkamp company reports a large business.

The company maintains a repair shop in the Jefferson avenue building but does not make a practice of repairing automobiles, although occasionally some work is done. The shop, however, is used extensively for the company's own work.

Although the company has the exclusive agency here for the Goodyear brand of tires, it has several subdealers who procure their stock through the local distributing agency.

We read that motorists in New Jersey will be required to have their eyes tested before they can obtain a 1927 driving license. This is an excellent reform. They've been missing altogether too many pedestrians lately.

—W. W. Scott in Life.

W. H. BOHNENKAMP COMPANY



Above is a picture of the W. H. Bohnenkamp building, located at the corner of Adams avenue and Elm street. The Bohnenkamp company is identified with the automobile in La Grande since its introduction in this country. At present tires are featured.

Concrete Pavement Awarded Last Year Surpasses All Previous Marks

When Father Time rang down the curtain on the year 1926 he ended the greatest twelve month period in the history of concrete paving. Awards exceeded the best previous year (1925) by ten million square yards, bringing the total concrete pavement built or under contract in the United States to 723,000,000 square yards. That much concrete would build a pavement 385 feet wide from New York to San Francisco. The concrete pavement awarded in 1926 alone would pave a bridge 57 feet wide from New York to London.

In one state—Illinois, over thirteen million yards were awarded during 1926. In six states—California, Indiana, Michigan, New York, North Carolina and Pennsylvania—between five and ten million yards were awarded, and in nineteen others—Alabama, Connecticut, Florida, Georgia, Iowa, Kansas, Kentucky, Maryland, Minnesota, Mississippi, Missouri, New Jersey, Ohio, Oklahoma, Tennessee, Texas, Virginia, Washington and Wisconsin—from one to five million yards were awarded.

In 20 states out of the 48 the 1926 concrete paving program far exceeded that for 1925. In most of the others the 1926 yardage was practically the same as in 1925.

"The New South" is being opened up with concrete pavements. Last year 18,000,000 square yards were completed or placed under contract in the nine south of the Ohio and east of the Mississippi. The growth of business and industry and increase in motor vehicles has shown the need for concrete roads to further aid business development.

New York state led the field in road awards, letting contracts equivalent to 570 miles of concrete road 18 feet wide. Michigan was a good second with yardage equivalent to 520 miles of 18-foot roads, and Illinois was third with 500 miles.

Construction Fluctuates

The construction of country road pavements fluctuates with the available fund. Often these funds are raised by state bond issues and a state will have a period of activity following the passage of a bond issue, then a few years when little work is done and afterward another period of activity as new funds are provided. Fortunately these active periods in the different states do not all fall in the same year so that while only a few miles of pavement are built in one state a neighbor state may be overwhelmed with work. That serves to keep the construction industry on an even keel and though the concrete yardage laid in individual states may vary widely that in the whole country remains much the same. That has been true from 1922 to 1926 inclusive, the concrete road awards hovering between 53 and 63 million square yards for the four years, and 1926 kept up the tradition with more than 64,000,000 square yards contracted for country roads.

Concrete Streets Gain

Concrete streets show a gain of eight million yards over the best previous year. Much of this increase represents the greater use of concrete in large cities. The smaller communities long ago realized that this pavement was

TO A COBBLED COPE

Lines of Exasperation

You pampered, petted, temperamental car.

You upstart, with your own importance smitten.

You autocratic, automotive czar, demanding more attention than a kitten—

Your needs we all must serve with fervent attention

Before Your Highness even deigns to function.

Such slaves as I must spend our days in toil;

And evenings to your many wants we cater;

We make your thirsty throat with engine oil

And give you gas to feed your carburetor.

At times when you grow obstinate we crank you,

Without your even sparing us a thank you!

My little son is not so hard on shoes

(Although sometimes the rascal kicks a toe out)

But you, sweet-tempered wagon, always choose

A rainy night to have your little blow-out.

You helpless mass of shimmering repugnance—

Wake up! Achieve a little independence!

—Arthur L. Lippman in Life.

LOGICAL DEDUCTION

Credit Manager: Do you own a car?

Applicant for credit: No.

(Credit manager writes, "Has a car.")

—W. W. Scott in Life.

—W. W. Scott in Life.

—W. W. Scott in Life.

—W. W. Scott in Life.

—W. W. Scott in Life.

HEASTY, GEORGE FILLING STATION ATTRACTIVE ONE

Takes Eye of Motorist Entering La Grande from Points West

SERVICE FEATURED BY PROPRIETORS

Texaco Gasoline and Motor Oils, Fisk Tires and Line of Accessories Are Featured.

Located on the corner of Second street and Adams avenue, the Heasty and George Filling station is one of the most attractive gas and oil dispensaries that meets the eyes of motorists driving into La Grande from points west over the Old Oregon Trail highway.

Recently built, it features both service requirements and architectural beauty in a way that is pleasing to the sense of efficiency and also to the eye.

Surrounding the station is a crushed rock bed fenced at the rear and to the east with white and green lattice work. The entire corner is kept spot and span both winter and summer.

Handle Texaco Gas

Texaco gasoline and motor oils are sold and Fisk tires are carried in stock. A number of accessories, including spark plugs, lights, etc., are also on hand, and the station is always ready to meet the ordinary demands of the motorist, both promptly and satisfactorily.

The station is managed by J. N. Heasty and Frank George. When it first opened its doors to the public on Aug. 1, 1926, Heasty was in charge, but on Jan. 1, George joined him. Before the partnership was formed the station was known as Heasty's Filling station.

Much Experience

Both men have been in the filling station business for several years and their experience is reflected in the service they present their patrons.

Heasty, it will be remembered, was formerly proprietor of the La Grande Filling company station, located on Jefferson street at the corner where one turns off to go toward Island City or to branch line points. He managed this business for four years and then sold out, afterwards taking a trip to the east.

George was formerly affiliated with the Union Oil company and is well known throughout this part of the county.

Service Featured

The company features many "Lucha" Why do you always keep one arm free when you neck?

Casper: Well, you see, some day I hope to own a car.

—Life



The Most Beautiful Chevrolet in Chevrolet History!

-a host of improvements & amazingly reduced prices!

Not only does this most beautiful of all low-priced cars offer new paneled and beaded Fisher bodies but also many new fine car features and mechanical refinements such as:

Full-Crown Fenders

New full crown one-piece fenders add a note of smartness to the new and beautiful bodies.

Bullet-type Lamps

Modish new bullet-type head and cow lamp add a pleasing touch of beauty and style.

AC Oil Filter

A new AC oil filter removes all dirt from the oil supply—ensuring greater oil mileage and a minimum of motor wear.

AC Air Cleaner

A new AC air cleaner safeguards motor parts from excessive wear by removing all dust and grit from air passing through the carburetor.

New Tire Carrier

A new tire carrier of improved design is mounted on frame—entirely free from body.

New Door Handles

New remote control door handles—located in center of doors—provide a beauty and convenience feature new to the low-price field.

Come in and see these strikingly beautiful models!

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

QUALITY AT LOW COST

he used 12 commandments of business.

Among these were "never fight a competitor," "always give good measure" and others of a similar caliber.

This policy is successfully followed out by the company in its dealings with the public.

HE MISSED ALL THE PRETTY BILLBOARDS

The manager of the Paige branch at San Francisco recently noticed a car bearing a New Hampshire license plate in his service station. Naturally interested in a car that had travelled so long a distance, he approached the owner, and according to the Paige house organ, the following conversation resulted:

"You've toured a long way," said the Paige manager. "I imagine that, on that cross-country trip, you saw lots of interesting things?"

"Gosh, no," replied the tourist, "I was doing the driving!"

BROAD STREET'S RATING

Mr. Peck—Crystal set.

Mr. Magill—One-tube set and a filter.

Mr. Hunter—Six-cylinder car and a mortgage.

Mr. Watson—Three children and a mother-in-law.

Mr. Pratt—Bungalow, lawnmower and accessories.

Miss Crabbs—Four cats, high-board fence and an unknown amount of first mortgage bonds.

Mr. Briggs—Four-tube set and an eight-cylinder car.

Mr. Bickers—Eight-tube set, 12-cylinder car and a valet.

Mr. Snyder—Four servants, three cars and two divorcees.

—Bill Sykes in Life.

CARS

(After Joyce Kilmer)

I think that I shall never smash

A car as lovely as a Nash;

A Nash that looks at Pords all day

As a Nash that's every bit as natty

As a Hispano or Buick.

I like a car with lots of guts,

That doesn't run by fits and starts;

A car that labors without stint;

A Studebaker, or a Flint;

A bus that shuns all earthly ears,

And intimately lives with Stars;

That grips the road with its bat-

moons!

Whose windshield mingles with the moon!

Poems are made by fools like me,

But only Packard can make a Packard.

—Norman R. Jeffrey in Life.

AUTOMOBILE MATHEMATICS

Advertised cost of car.....\$1195

Freight on buyer.....241

War tax.....182

Extra equipment.....125

Insurance.....200

Incidentals.....75

Actual cost of car.....\$2022

Cash paid down by purchaser.....\$25

—Life

PRACTISING

Lucha: Why do you always keep

one arm free when you neck?

Casper: Well, you see, some day

I hope to own a car.

—Life

Fifty passenger straphanger automobiles, having only a few seats for women, the aged and crippled war veterans, are operated in one of the poorer districts of Paris.

Music is as much a part of education as algebra, bellows Superintendent Sutton, of Atlanta schools, who has arranged for his pupils to hear symphony concerts.

Little Girl (entertaining her small friend by showing her a tiger skin): And this is our tiger. Uncle ran over it in Africa.

TWO FINE NEW Willys-Knight Sixes THE ENGINE IMPROVES WITH USE

The "70" Willys-Knight Six Sedan \$1495 f.o.b. factory



ENGINEERING LEADERSHIP Leading a new trend in body design

FAR ahead of the field are these two fine new Willys-Knight Sixes. Their superior coachwork correctly and artistically interprets the most modern tendencies in design. Lower and more graceful lines. Perfect symmetry that makes each model a thing of rare beauty. Further evidence of Willys-Overland Engineering Leadership.

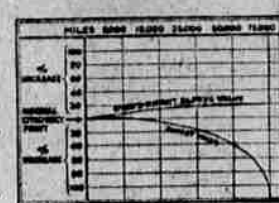


Chart shows how Willys-Knight engine increases in efficiency up to and beyond 75,000 miles, while the poppet-valve decreases.

powerful with every mile. Safety is assured by positive mechanical 4-wheel brakes—the same type used in 97% of leading European cars. Beldex Shackles improve riding qualities by taking up all road vibration, minimizing noise, eliminating all need for chassis lubrication, reducing wear at every point.

Not only in design, but in performance, in equipment, in every single detail of construction, evidence of Engineering Leadership is clearly shown. All this, plus the exclusive advantage of the Willys-Knight engine. The Knight sleeve-valve engine is the only type of automobile engine that actually improves with use—growing smoother, quieter, more

One of thousands of satisfied owners writes: "My Willys-Knight has been in constant service for two years without repairs or adjustments of any nature to the engine."

"70" Willys-Knight prices from \$1295 to \$1495. Willys-Knight Great Six, "for those who want the finest," \$1850 to \$2295. Prices f.o.b. factory and specifications subject to change without notice. Purchases may be arranged on convenient credit terms. Willys-Overland, Inc., Toledo, Ohio. Willys-Overland Sales Co., Ltd., Toronto, Canada.

GETTINGS & HANKS
Corner Fir and Jefferson

Doing It With Service

It is true that you can buy gas and oil here and there, but our business is not based on gas and oil—it is based on

Prompt Courteous Service To Motorists

—the kind of Service that makes every customer come back and we also find that these customers of ours recommend this station to their friends.

No Wonder, Then, That We Are Doing
A Growing Business on
Texaco Golden Motor Oil — The Texaco Gasoline
Fisk Tires

Heasty & George
Corner Second and Adams