

AUTOMOBILE NEWS

STUDEBAKERS IN DEMAND OVER U. S.

Big Six Brougham Shows Sales Increase During Recent Months

Special sales have resulted from the "Commander Studebaker" big six brougham, which one dealer has nicknamed "the ball of fire" because of its brilliant speed and spirited acceleration. Mr. J. Goss, local dealer, reports:

Based on registration figures from many sections of the country Studebaker is showing a marked gain where registrations as a whole are falling off. This is especially true of cars in the same price class of Studebaker. During

February in Cook county, Illinois—the county in which Chicago is located—Studebaker showed a 22 per cent gain in registrations over comparative figures for 1926. With one exception the five principal competitors of Studebaker all showed losses ranging from 5 to 22 per cent. The one exception showed a gain of only 11 per cent as against Studebaker's gain of 22 per cent.

For the first 15 days of March in Wayne county, Michigan, of which Detroit is the county seat, registration figures showed that Studebaker gained 61 per cent over the registration figures of last year. During the same period registrations for all makes of cars fell off 23 per cent.

Every day during the week ending March 15th more than one hundred big six enclosed cars were shipped daily from the Detroit plants of Studebaker for immediate retail delivery in the city of New York.

COMING TO LA GRANDE



This peculiar appearing automobile will be shown in La Grande Monday by the Morelock Auto company, dealer in Star cars, in connection with a showing of new 1927 models.

Toll Bridges Are Opposed; Keep Highways Open to Public, Is Plea

Limits on toll bridges are sought a fair return on the investment. In the action of the directors of the national automobile chamber of commerce taken at their meeting last week, and made public in a statement issued by the highway committee of the chamber.

Opposing the attempt by private interests to build bridges on the basis of permanent private property, the automobile makers are urging that the policy of public roads open to the public and under public control shall not be impaired.

The points which the automobile organization raises are these: If possible, no tolls should be charged.

Bond Issues Best. If special financing is needed, public bond issues are the best method.

If tolls are needed to retire bonds, they should be discontinued after the retirement is accomplished.

Private financing is not desirable, but if entered upon, provision should be made that the property shall revert to the state after the capital has been amortized with

Resolution is Adopted. The text of the resolution on this subject is as follows:

Whereas: The construction and maintenance of highways is a public task undertaken through funds contributed by tax-paying groups and particularly by the motor users of the country; and

Whereas: These funds are not always sufficient to permit of immediate construction of bridges made necessary by the growth in motor vehicle traffic;

Resolved: That wherever toll bridges become necessary, these should be financed from public bond issues and should remain as toll bridges only until such time as the state of the improvement have been destroyed, and should forever after be free to all, and

Be It Further Resolved: That if public funds cannot be made available, the right to build and operate toll bridges should be granted to private parties only after a most careful and searching

inquiry and with definite understanding that such franchises shall be limited in nature and shall continue only for such periods as will provide a reasonable return. Thereafter bridges shall become public property and be free to all. In all cases the construction and operation of such bridges should be under the control of state highway departments whose duty it shall be to see that the public interest shall be fully safeguarded.

Work Starts on Wallowa Co. Road

WALLOWA, Ore., Mar. 25 (Special)—Work started the first of this week on the new road being built from a point about a mile and a half east of town to the Wallace-Evans-Leap market road near the Williams Bros. ranch on Parsnip creek. Where the change from the old road were made on this end across a part of the C. A. Hunter ranch, the fences have been moved, and it is expected that work will start at this point. A number of farmers along the route of the new road are donating labor in order to get the road finished as soon as possible. As the snow is all gone on this stretch working conditions will be very good, unless the weather should remain stormy.

Auto Output Is Breaking Marks In Chevrolet Co.

Because of an unprecedented demand for the new models announced at the beginning of the year the Chevrolet Motor company during February again topped all previous monthly production records for automobiles with an output of 82,821 cars. Word to this effect has just reached Avery Harrison, the local dealer, from the factory, which is now at the peak of production.

February production this year showed an increase of 24,518 cars, or more than 67 per cent over the total of 51,303 Chevrolets built in the same month last year, said Mr. Harrison. "Despite the greatly enlarged facilities provided under the \$10,000,000 expansion program completed Dec. 1, 1926, the factory has been forced to expand its operations by working overtime, day and night, to meet the nationwide demand, which marks the rise of the company to its position as the largest manufacturer of gearshift cars in the world."

Factory executives ascribe the only reason for the phenomenal growth in popularity of the Chevrolet car—it has met the public de-

mand for an automobile of exceptional quality and performance at a reasonable price. This is what is causing the company continually to extend production, a record seemingly being made one month only to fall before that of the following month.

When going over rough spots in the road it will ease the shock to feed gas with the hand control while gently applying brakes. The idea is that under this arrangement the car pulls when going into the holes and when drawing out of them, yet without coasting into them with a jolt, and reduces the

COMING BACK

A defunct used car can be cheaply doctored up so that it will just about carry the purchaser away. The trouble is, he stays away. You can't make customers by making enemies. We prefer to make and keep friends.

L. C. SMITH
Cor. 5th and Depot

A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

TIRES

at NEW LOWER PRICES

We are here to put them on for you—and we are here to back them up. Get our prices on one tire or a complete set.

RACINE "Multi Mile Cords" MILLER "Geared to the Road"

Gas Vetter Oils

LA GRANDE FILLING STATION
KUHN & ZWEIFEL

Take command of a COMMANDER

Now \$1585 f. o. b. factory, including front and rear bumpers, 4-wheel brakes and snubbers

We offer to lend you this new Big Six Studebaker Brougham to test for yourself. It will out-speed, out-climb, and out-live any car within a thousand dollars of its price

THERE are no strings on this offer. You take a Commander. You drive it. You judge Studebaker by what the car does in your hands. No obligation except to tell your friends about it.

Only by having scores of motorists in this city drive this high-spirited automobile can we win public appreciation of Studebaker's wonderful achievement.

You knew this—

Studebaker dependability has long been recognized—universally. The grace and beauty of Studebaker's custom cars have won general admiration.

—but not this!

But the public does not yet realize that Studebaker performance is now far in advance of all competition.

We proved it—now you prove it yourself

On Studebaker's Proving Ground we checked The Commander against competitive cars—satisfied ourselves by exhaustive tests that it would out-speed, out-climb and out-live any other car, six or eight, selling for less than \$2500. Now we invite you to sit behind the wheel yourself and prove The Commander's supremacy.

The Commander is waiting for you. Try it out—no obligation!

M. J. GOSS

Cor. Fir and Adams Ave.



Studebaker offers a car of the type and size to fit every need and every purse. The Erskine Six, Studebaker's new 2 1/2 liter car, in 4 body styles—\$945 to \$995. Studebaker models from \$1160 to \$2245—all prices f. o. b. factory, including 4-wheel brakes and bumpers, front and rear.

STUDEBAKER

[Seventy-five years young]

NASH

Leads the World in Motor Car Value

First Showing OF THE

New Nash "Special" Sedans

At Our Showroom

At the New York Automobile Show Nash disclosed two ultra new models, the Ambassador and the Cavalier, that definitely establish an entirely new enclosed body style.

In design they are of such arresting originality and unique artistry as to constitute the most important creative achievement in the history of American enclosed car craftsmanship.

And in response to an unprecedented public reception and great demand Nash has now executed two additional cars in this new mode to be offered at prices of wider popular appeal.

These two enclosed cars—the Special 4-Door Sedan on the Advanced Six chassis and also on the Special Six chassis—are now given their first display at our showroom.

With their alluring grace and inimitable distinction, enhanced by the foreign technique displayed in the contours of the body, these Special 4-Door Sedan models emphatically confirm Nash's leadership of the industry in the fine art of body building.

And they are powered with the big Nash 7-bearing motor—the world's smoothest type—as are all other Nash models.

Special 4-Door Sedan
ADVANCED SIX CHASSIS
As Executed by Nash

Special 4-Door Sedan
SPECIAL SIX CHASSIS
As Executed by Nash

TRACHSEL AND TREKELL

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