



AUTOMOBILE NEWS



CUSTOM TOURER MODEL IN DEBUT

New Studebaker Car Announced This Week
by M. J. Goss

A new Studebaker custom tourer was announced this week by The Studebaker Corporation of America according to M. J. Goss, local Studebaker dealer. Equipped with a custom tailored top of furro duck that folds into a trim flat hood, the new tourer represents the height of the sport motif in open cars.

A new and exclusive feature of

the custom tourer is a convenient method of storing the side curtains. Tilting the back seat forward, discloses a concealed compartment in which a heavy fabric envelop can be slipped to store the curtains. This method not only keeps the curtains far more accessible than under the seat, but also affords them complete protection from dust and dirt.

The low, straight lines of the new Studebaker tourer reflects the abundant power of the standard ratings of the Society of Automotive Engineers, is the most powerful engine used in any car of the size and weight of the custom tourer.

From the graceful figure of Atlanta on the radiator to the smartly inclined tire carrier, the new tourer is a thoroughbred sport car. The graceful low-hung body is a

symphony of gleaming brown lacquers. A deep rich brown above the full length belt contrasts with the lighter color below. Pin stripings of a warm red color on the moulding emphasizes the beauty of the combination.

The color motif is carried out in the duotone gray and brown Spanish grain leather upholstery and duotone gray and brown hood materials.

Nickel-plated supports for the one-piece windshield and nickel-plated top hangers, with natural wood finish wheel add a distinguishing smart touch. The special material from which the top is made is particularly adapted to the new custom tourers, for it will stand the repeated folding that takes place when the top is lowered without showing wrinkles or wear.

Standard equipment on the

GARAGE GOSSIP

Bought Special Nash—

R. W. DeBunce, new photographer here, is the owner of the special built special Nash six, which has been on display in the show rooms of Trachsel and Trekel.

Drove to Pendleton—

Kenneth Keeney, mechanic at the Nash garage here, accompanied by Lindsay Trimm drove to Pendleton Thursday of this week on business.

Unloaded Studebakers—

Two carloads of Studebaker cars were unloaded this week by M. J. Goss, local representative.

Received cars—

The Blue Mountain garage here received two carloads of Chevrolet cars this week. One of the cars was made up entirely of enclosed motor and the other was a mixed carload.

Employed as Salesman—

Lowell Zundel is back at work at the Blue Mountain garage as salesman. Mr. Zundel worked here all last summer as Chevrolet salesman, but has been away all winter. He came to La Grande from Lakeview, Ore.

Bought Imperial Sedan—

Archie Stevens is the owner of the new Imperial Chevrolet sedan received last week by the Blue Mountain garage here. Mr. Stevens lives at Perry.

Delivered Whippet—

A Whippet six coach was delivered to Elgin this week.

Unloaded Cars—

A carload of four Chrysler cars was unloaded here this week by the Chrysler Motor company. There were three Chrysler "60" sedans and one "70" coupe in the carload.

Purchased Chrysler—

Harold Norstrom, of Wallowa, is the owner of a new Chrysler "70" phaeton, which he purchased this week from the local dealer.

At Enterprise—

W. D. Hawks, of the Willys-Knight-Overland garage here, was at Enterprise yesterday. He was making arrangements for the establishment of a branch sales and service shop for Overland and Willys Knight cars there.

Here From Boise—

Mr. Rumble, sales manager for the Boise Overland company, distributors for Willys Knight and Overland cars in this territory, was in La Grande this week calling on the local dealer.

Away Yesterday—

E. L. Ledbetter, Hudson-Essex representative here, spent yesterday in Wallowa county, returning to his home here last evening.

Drove to Pendleton—

Mr. and Mrs. E. L. Ledbetter drove to Pendleton Thursday night. Mr. Ledbetter is Hudson-Essex dealer here.

Here From Portland—

Monroe Sanders, road man for the Howard Motor company, Buick distributors, of Portland, was Thursday of this week in La Grande. He called at the Jennings and Shumate garage here.

In Wallowa County—

J. P. Morelock, of the Morelock-Service Auto company, here spent yesterday in Wallowa county on business.

Received New Cars—

Two carloads of Star cars were received this week by the Morelock-Service Auto company. One carload was unloaded for the Harker Star garage and the other was unloaded here.

Here From Baker—

A. M. Service, of the Morelock-Service Auto company, of Baker, spent several days of this week in La Grande. He returned home to Baker today.

Here From Pendleton—

Arthur Foster, Studebaker representative of Pendleton, was in the city this week on business. He called on M. J. Goss, local Studebaker dealer.

FIRST IN 74 YEARS

AT ST. BONAVENTURE, N. Y.—For the first time in its 74 years of existence, St. Bonaventure's college has a national track champion. He is Charles W. Major, of New York City, indoor high-jump champion, who recently defeated Harold Osborne, Major's beat mark is six feet and five-eighths inches.

The negro jumper's achievement in the Millrose Athletic club games this year, bettered that of the former champion by more than two inches.

Orange and grapefruit trees which have been properly grown from selected buds need very little pruning.

tourer includes: bumpers, front and rear; disc wheels; balloon tires four-wheel brakes; two-beam headlights, controlled from the steering wheel; rear view mirror; automatic windshield cleaner; coincidental lock to steering and ignition; rear traffic signal lamp. Instruments artistically arranged in an oval under glass on the instrument board, and indirectly illuminated, are engine thermometer, ammeter and oil pressure gauge.

HAS SCHEME TO MAKE HENS LAY

Poultry Expert Believes His Idea Can Double Egg Production

Dr. M. A. Jull, federal poultry husbandman has hit upon an idea which he says should double egg production and make hens lay during the fall and winter when prices are highest.

The average farm hen, he says, lay less than 60 eggs a year and at a time when prices are lowest, or in the spring.

On the theory that ten eggs laid in December are worth 20 laid in April or May and that the ability to lay eggs is inherited, Dr. Jull advises the building up of a flock of selected females with a singular egg-laying strain together with males produced by such females.

Four methods of improvement, he adds, are the selecting each year of:

- 1—Those hens which mature early.
- 2—Those which lay best after

they begin.

3—Those which seldom go broody.

4—Those which lay well throughout the late summer and fall.

He says it also is important to hatch the chicks as early as possible and that since the "general purpose" pullet does not begin laying until seven months old, it is obvious that October or November layers should be hatched in March or April.

One point poultry raisers should bear in mind, according to Dr. Jull, is that it takes fewer eggs from October to January to pay for a given quantity of food than during any other time of the year.

Henry Morgan, the pirate, marooned a mutinous crew, together with some women captives, on the island of Saba, a volcanic mountain in the Dutch West Indies. Sturdy descendants of this colony still survive and are great seafarers.

Mexico last year issued a special one-centavo stamp to raise money to fight a grasshopper plague. In Monaco an issue celebrating the marriage of the daughter of the reigning prince delayed the expense of the wedding.

Compares Price Of Cars a Pound To Many Articles

DETROIT, Mich., Apr. 30.—A pound of high grade automobile costs no more than a pound of good coffee, tea or butter and not so much as a pound of bicycle, carpet sweeper, sewing machine, piano or typewriter, according to the findings of an eastern statistician announced upon completion of an arduous task.

In fact, he found that seven popular eight-cylinder sedans, with all of their mechanical refinements and luxurious appointments cost \$1.12 a pound, while 14 household furnishings, including pianos, phonographs and radios average \$1.54 a pound.

Among the eight is the new Paige sedan with four-speed transmission, costing only 64 cents a pound, which is less than the pound-cost of a good bicycle.

The cheapest car in America, the Ford roadster, sells at 21.9 cents a pound. The Rolls-Royce sedan costs more by the pound than a typewriter.

A nationally advertised brand of

coffee sells at 45 cents a pound, which is 6 cents a pound more than the 6-65 Paige brougham and 8 cents per pound more than the 6-45 Paige brougham. The Paige 6-15 roadster, costs 54 cents per pound, while several advertised brands of tea are offered at from 60 cents to 80 cents per pound.

Lewiston Stage To Start May 10

ENTERPRISE, Ore., Apr. 30.—W. E. Smith and J. D. Conner drove through from Lewiston, Ida., to Enterprise Saturday on a trail breaking trip for the purpose of determining whether it would be possible to start the Lewiston-Enterprise stage at once.

They made the trip all right and presumably returned though they said that in spots the road was rather rough and that in spots snow was still encountered and some muddy road. They decided they would give the roads a little more time to dry and start the stage May 10.

A bantam hen will consume from 25 to 35 pounds of feed in a year, about half as much as a hen of the Mediterranean breeds, or about one-third as much as a hen of the larger breeds.

"6 years' use without any engine repairs"

—A statement from an enthusiastic Willys-Knight owner.

The sweeping trend toward Willys-Knight—and tremendously increasing sales—are explained by distinguished performance. No other car is so richly equipped with advantages:

The Knight Engine—The only type of engine that improves with use.

7-Bearing Crankshaft—Eliminates vibration.

Skinner Rectifier—Prevents oil dilution.

4-Wheel Brakes—Positive, mechanical, quick-acting.

Belflex Shackles—Patented spring shackles that make the chassis lastingly quiet. No greasing or adjustment.

8 Timken Bearings in Front Axle—Most fine cars have but four. Easiest steering you have ever known.

Narrow Body Pillars at Windshield—Insuring greater vision; an added safety factor.

Adjustable Front Seat—Designed to give maximum driving comfort, regardless of your size or stature.

Light Control at Steering Wheel—Within easy finger reach. Convenient as a wrist watch.

Watson Stabilizers. Air cleaner. Thermostatic temperature control. Finest upholstery and fittings.

"70" Willys-Knight Six, \$1295 to \$1495. Willys-Knight Great Six, \$1850 to \$2295. Prices f. o. b. factory and specifications subject to change without notice.

WILLYS KNIGHT

GETTINGS & HANKS
Corner Fir and Jefferson

All Over The Valley--

You will find courteous filling station men selling VELTEX GAS and OILS in every corner of the Grande Ronde Valley. The universal satisfaction given by this quality pair is being broadcast by enthusiastic car owners.

NO WONDER, THEN, YOU'LL FIND

Gas *Vellex* Oils

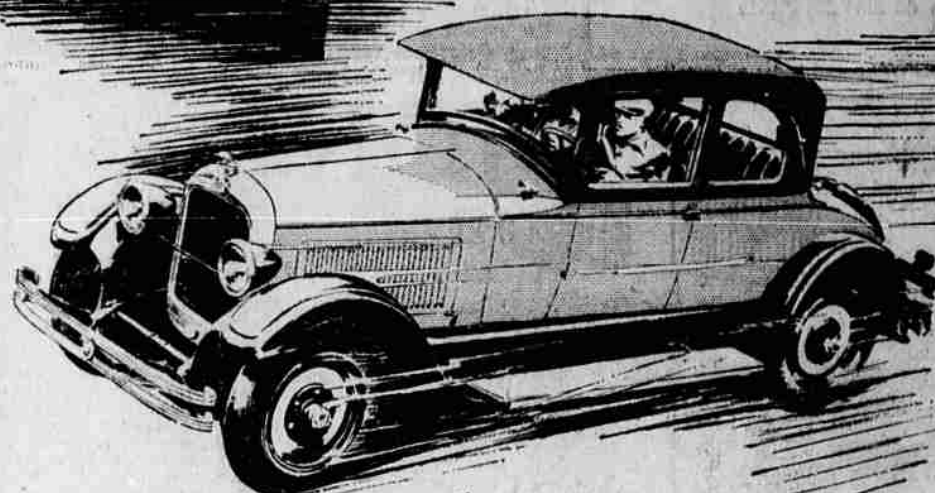
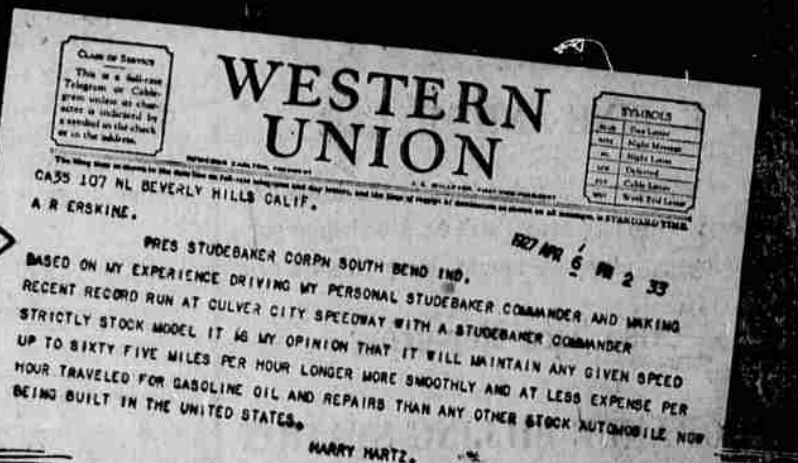
ALL OVER THE VALLEY

Fletcher Oil Company

First Independent in State.

Harry Hartz Proved It!

After setting
ten new world
records in
The
Commander
America's champion
race driver says:



5,000 miles in less than 5,000 minutes

IN a sensational test made at Culver City, California, under the auspices of the American Automobile Association, The Commander, a strictly stock enclosed car, ran 5,000 miles in 4,909 minutes, total elapsed time—better than mile-a-minute speed for 81 consecutive hours and 49 minutes—the fastest speed for the farthest distance ever attained by any stock car!

Repairs Negligible

This is equivalent in stress and strain to 25,000 miles of ordinary driving. Yet in establishing this and nine intervening world records, the only replacements and repairs necessary on The Commander were three grease cups (damaged by hasty greasing), one spark plug, and one tire change.

Champion Driver Praises Champion Car

Harry Hartz had bought a Commander Victoria for his personal car prior to his participation in the establishment of ten new world records. So there is real knowledge back of his statement that The Studebaker Commander will "maintain any given speed up to sixty-five miles per hour, longer, more smoothly and at less expense per hour traveled for

gasoline, oil and repairs than any other stock automobile now being built in the United States."

Drive Commander Yourself

To know the real thrill of Studebaker Big Six performance, its flashing speed, giant power, and finger-tip ease of handling, you must drive a Commander yourself. Only with your own hands on the wheel, your own foot on the throttle, can you fully appreciate why the Studebaker Big Six now far out-sells the combined totals of all other cars in the world of equal or greater rated horsepower—why we say and how we prove that The Commander will out-perform and out-live any other car, six or eight, selling for less than \$2500.

An exact duplicate of the champion Commander is waiting for you at our show room. See it—drive it—today.

Commander Models and their One-Price Prices

Sedan, \$1585; Victoria, \$1575; (with broadcloth upholstery, \$1645); Coupe, \$1545; (with rumble seat, \$1645).

Prices f. o. b. factory, including front and rear bumpers, snubbers and \$100 worth of extra equipment. Other Studebaker and Erskine models range in price from \$945 to \$2245.

M. J. GOSS

Cor. Fir and Adams Ave.

STUDEBAKER

[This is a Studebaker Year]