



AUTOMOBILE NEWS



U. S. RURAL MAIL TRIPS BY MOTOR

Ninety-Five Per Cent of 45,318 Routes Use Automobiles, Is Report

A recent report of the postmaster general indicates that the mail being taken today by the motor car in American inter-communication and the economic advance of our rural life, according to Mr. Kelly, local Goodrich Riverbank dealer, who has just received a bulletin on this report from the Goodrich company.

"At least ninety-five per cent of the 45,318 rural mail routes in the United States have been motorized," says Mr. Kelly. "This is quite an increase over the number that were motorized in 1925 and the rural mail service, as a result, has been extended 45,000 miles, increasing the average route by 37 miles."

Cover 360 Million Miles
"Nearly 160 million miles were covered by rural mail carriers in 1924 driving motor cars. The daily mileage of these motorized

mail carriers was 1,187,450, an average of 17.55 miles per carrier. "The rural mail carriers today serve over six and a half million country homes which house 26,425,000 individuals. This represents a considerable increase over previous years and is significant of another part of the motor car's play—(that of taking more people into the country to live.

"This is particularly true in the metropolitan districts. The motor car, affording a flexible means of individual transportation, is making it possible for families to live out away from the dirt and turmoil of the city though their means of livelihood be in the city. The general volume of such families to the rural districts has considerably increased the burden upon Uncle Sam's mail carriers, who have found the motor car essential to the efficient maintenance of the government's mail service."

The annual number of divorces per 1,000 marriages in the United States, according to census statistics, was 33 in 1870, 51 in 1900 and 145 in 1924. Nevada has the highest rate—1,027 divorces a year and only 1,075 marriages; the lowest rate is in the District of Columbia where there are only 26 divorces annually per 10,000 of population.

Studebaker Is Successful In Climbing Test

Any doubt left in the minds of Californians as to whether the Commander could climb hills with the ease of a mountain goat was dispelled the other day in Los Angeles when Al Jenkins drove his Commander in high gear over the notoriously steep Mitchell Canyon hill. The car carried a load of three passengers when Jenkins started in high in the bottom and continued over the top in the same gear.

On the same day that this test was performed Jenkins, with a five-passenger load, made a low gear climb of the famous Potosi Street hill also in Los Angeles. H. V. Switzer, member of the engineering staff of the city, who was with Jenkins at the time the test was made, said measurements on the hill and announced it a 32 per cent grade.

Al Jenkins was one of the noted drivers for Harry Hart, 1926 race champion, when the latter set ten records on the Culver City, Cal., speedway by driving a Commander 2,000 miles in less than 5,000 minutes.

These performance tests of the Commander

GARAGE GOSSIP

Driving New Studebaker—S. D. Houch, of Joseph, is the owner of a new big six Studebaker sedan, which he purchased from M. J. Goss, local representative.

Here From Elgin—R. C. Gittings, of the firm of Gittings and Hanks, was in the city from Elgin, where he has a garage, yesterday on business.

Washing System Installed—A Hardie high pressure automatic washing system is being installed at the Trachsel and Trekell Motor company here. The system will wash by complete and ready for work. Not only the exterior of the car, but the motor can be

Studebaker Commander in Los Angeles are but two instances of similar performances while the Commander made in some forty of the leading cities of the country in April. These tests were made under the observation of motor club

cleaned with this equipment.

Repair Work Picks up—Several of the garages of the city have noticed a pick up in repair work within the past few days, probably due to the warm weather with people getting their cars out and getting them in shape to run.

Bought Eskimo—Mr. and Mrs. Amos Helm have bought a new Eskimo sedan from M. J. Goss, local dealer.

Here New Studebaker—Irvin Westenskow, of Imbler, is driving a new Studebaker sedan purchased from the local dealer, M. J. Goss.

Revised Nash Cars—Trachsel and Trekell, Nash dealers here, received a carload of Nash cars this week. There were four cars in the load, a special six two-door sedan, a special four-door sedan, a light six two-door sedan and a light six sedan. The deluxe model comes completely equipped with bumpers, bullet type head lights, without steering wheel and wipers, finish dash and window blind, with blue duco finish and blue Hanes-Velma mohair upholstery. The car has been sold to George Herr.

Has New Nash—C. H. Smith, of Wallowa, is the owner of a new four-door special Nash sedan. The car was delivered to Mr. Smith yesterday by A. R. Trachsel, local dealer.

Here This Week—H. G. Zimmer, of Halfway, visited in La Grande several days this week with his brother-in-law, M. A. Harrison. He drove a new Chevrolet coach home, which he purchased at the Hill, Mountain garage here.

On Way to Lake—W. C. Russell, in the service department of the Ford Motor company in Portland, was in the city this week. He was accompanied by a photographer from the Morning Oregonian. They were on their way to Wallowa lake, where they will take a number of pictures.

Sport Phaeton Delivered—The new Chrysler sport phaeton received last week by the Chrysler Motor company here was delivered this week to Charles Blugman.

Unloaded Cars—The Chrysler Motor company here unloaded a carload of "40" sedans this week.

Unloaded Chevrolets—The Hill Mountain garage here received a carload of Chevrolets this week. There were four cars in the load, all enclosed models.

Has New Chrysler—Fred Davis, of North Powder, is the owner of a new Chrysler "40" coupe.

Car Birthday Gift—Mrs. M. M. Hunt is driving a new Chrysler "40" coupe, which was given to her by her husband as a birthday gift.

Drove to Wallowa—J. P. Morelock, of the Morelock Service Motor company here, drove to Wallowa yesterday on business. He will be home today.

At Enterprise Yesterday—E. L. Ledbetter went to Enterprise yesterday on business.

Went to Portland—E. L. Ledbetter, Hudson-Eves representative here, spent two days of this week in Portland on business. He returned home Wednesday.

Dodge Brothers New Cars Make Hit Over U. S.

DETROIT, May 14.—Orders received by Dodge Brothers, Inc., from its dealers since announcement on May 1 of the new four cylinder motor have been in such volume that production has been increased for the second time in ten days, according to President E. J. Wilner.

The immediate response of the public and of our dealers has been very gratifying, Mr. Wilner stated. "Orders received in the first three days following the announcement totaled approximately \$4,000,000. This is in addition to ordinary contracted allotments."

"The first day after the announcement dealers placed orders for 1,000 cars and on the second day orders totaled 1,742. Orders are continuing to pour into the factory in large volume."

"Over 300 telegrams from dealers in all sections of the country have been received telling of quick sales and requesting advance shipment of their allotments. "Stocks of cars in dealers' hands are low and current retail sales will be immediately reflected in factory operations. Since March 1 deliveries by dealers have been materially in excess of factory production."

"Output was stepped up May 3 in care for the large orders. This was the second time our operations have been stepped up within 10 days."

One thousand cubic feet of gas, stove a gas company, with cook 14 meals for 5 persons, heat shaving water for 1,000 days, light 2 cigars a day for 300 years, roast enough coffee to make 2 cups daily for 70 years, bake 1,700 three-quarter-pound loaves of bread, boil 215 gallons of water, broil 7 three-pound steaks, barbecue ham for 1,150 sandwiches, and do the work of two hens in hatching eggs.

Drive the car that established 10 world records—5000 miles in less than 5000 minutes!

The COMMANDER

A STUDEBAKER BIG SIX

Only by owning a Commander can you avoid taking Commander dust on hills and highways

FROM one Coast to the other, The Commander is smashing records of speed, records of hill climbing, records of sales!

5000 miles in less than 5000 minutes

In a recent sensational test at Culver City, California, under the auspices of the American Automobile Association, Harry Hart and three other noted pilots drove The Commander—a strictly stock, fully-equipped enclosed car—5000 miles in 4909 minutes, total elapsed time, establishing ten new world records.

This is 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!

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

The Commander Out-climbs All Other Cars

In another public contest, five automobile dealers in Batavia, N. Y.,



Al Culver Car Club

challenged Studebaker's repeated statement that The Commander will out-perform any car selling within a thousand dollars of its price.

The scene of the contest was a long hill near Batavia with an average grade of 10%. The tests were:

1. To climb the hill in the shortest possible time without slipping the clutch.

2. To climb the hill from a standing start in the fastest possible time.

3. To climb the hill from a flying start, in the fastest possible time.



Al Culver Car Club

The Commander won all three events easily! In the slow-time event, one of the most widely advertised stunts in America was unable to make the grade without shifting gears.

In addition to this proof of Big Six supremacy, The Commander carried a load of ten men, weighing 1653 pounds, up the hill in high gear. Then to cap the climax, The Commander carried 17 men, weighing 2794 pounds, to the top in high gear, the speedometer reading 35 miles at the start and 22 miles at the finish.

Climbs 10-Story Building
In Washington, D. C., the Capitol Garage dedicated its new \$1,000,000

building by inviting all the automobile dealers to engage in an indoor hill-climbing contest—a climb of twenty ramps, ten stories in height.

The Commander wound its way easily up the steep ramps in high gear—and 5000 people cheered its victory over the field. After the contest, 102 drivers of different cars tried to equal The Commander's time-record—but every one failed!

What These Records Mean to You

You probably will never need mile-a-minute speed for 5000 miles—you may never want to enter a hill-climbing contest. But these remarkable records are proof of what we have demonstrated time and again on Studebaker's 800-acre Proving Ground—that The Commander in every phase of every-day driving will out-perform and out-live any other car, six or eight, selling for less than \$2500.

Drive The Commander Yourself

The best evidence for you of the thrilling performance of The Commander is what the car will do in your own hands. Get behind the wheel of a Commander as our guest, without strings or obligation. Learn for yourself why the Stude-



Washington, D. C.

baker Big Six now far out-sells the combined totals of all other cars in the world of equal or greater rated horsepower.

The Commander's ease of handling, comfort and custom beauty, are a revelation in motor car luxury at a One-Price price. Phone us now and take command of The Commander today!

Harry Hart wired us after setting 10 world records in The Commander:

"Based on my experience driving my personal Studebaker Commander and in making the recent record run at Culver City Speedways with a Studebaker Commander strictly stock model, it is my opinion that it 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."

Prices of The Studebaker Commander:

Commander Sedan, \$1185; Commander Victoria, \$1375; Commander Coupe, \$1565; (each model also \$1645).

All prices f. o. b. factory, including front and rear bumpers, weatherstripping, and floor-plate brackets. More than \$100 worth of extra equipment included at no extra cost.

Other Studebaker models from \$2185 to \$4245; Eskimo Six models, \$945 and \$995.

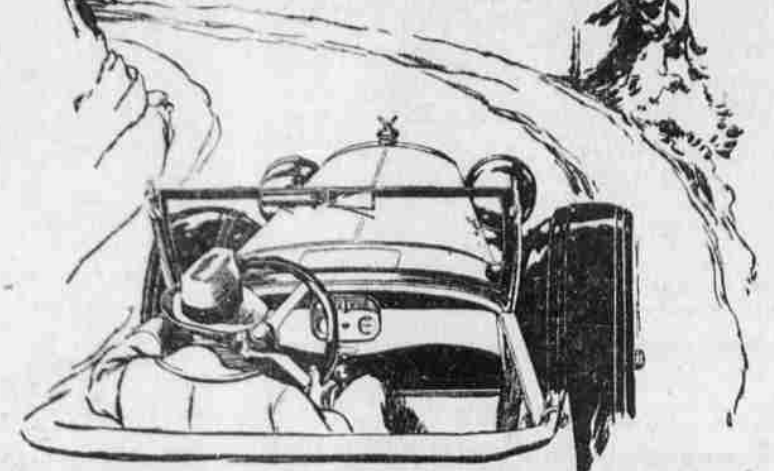
M. J. GOSS
Cor. Fir and Adams Ave.

STUDEBAKER

[This is a Studebaker Year]

NASH

Leads the World in Motor Car Value



NASH has the power you need on the HILLS

Every Nash owner notices that he has very little gear shifting to do on hills, no matter how steep the grades may be.

Nash is a very powerful motor car. There is nothing half-hearted or sluggish about its response—the motor never "talks back" at you—even though you are climbing mountains.

One reason is the more than adequate power designed into every Nash motor car. Nash engineering has provided reserve energy for situations that tax the resources of other cars, and extend their engines to the point of strain.

Another reason for the powerful performance of Nash is 7 bearings. 7

bearings in every Nash model, instead of 3 or 4, means that power is not thrown away by crankshaft "whip." Proper bearing support throughout the entire length of the crankshaft conserves energy that older motor types waste.

Quick acceleration—powerful responsiveness—such as Nash provides, is a safety factor you cannot overlook. It is invaluable on the hills, very handy in traffic.

When you select your next car, be sure to see how unfavorably the power and pick-up of other cars compare to Nash, before you decide!

TRACHSEL AND TREKELL

806 Adams Ave.

Phone Main 650

LOOK OVER OUR WANT ADS FOR BARGAINS

A Complete Greasing Job!

High pressure apparatus of the most modern type that removes all dirt and grit as it injects clean, fresh grease to every moving part. An expert grease job is as important in preventing expensive car repairs as is clean motor oil. Texaco products eliminate any doubt as to the highest quality.

Playle Oil Company

"Playle's Superior Service—Always As Near As Your Telephone"

Fisk Tires and Tubes

Texaco Gas and Oil