

PHYSICIANS USED FIRST AUTOS MOST

Horses Did Not Satisfactorily Fulfill Requirements of Profession

The automobile was often thought of as a vehicle particularly adapted to the uses of the physician, provided it could be brought to a reasonable degree of perfection. This was natural enough, more than most of any other profession, physicians had need of dependable, rapid means of mobility which would be available at any hour, day or night. The horse, clearly did not satisfactorily fulfill the requirements of the medical profession. The physician looked therefore eagerly to the development of the new means of transport, and several manufacturers, using their forces, made extra efforts to furnish him a vehicle especially adapted to his needs.

Medicine and Motors.—Recognizing the peculiar affinity between the physician and the automobile, the horseless age invited physicians who were car owners to describe their automotive experiences and state their attitudes toward the new transport. In 1925, a symposium of physician automotive experiences and opinion was published.

Dr. Ashley A. Weider had started off by buying a gasoline carriage. The manufacturer had spent a week with him, teaching him to

operate it. He believed that he had learned. Shortly afterward something went wrong with the carriage. Dr. Weider could not fix it, and resorted to other people who, he discovered, knew less about repairing it than he did. Disgusted, he wrote the manufacturer that he did not know enough to operate the vehicle and wished to return it to the factory. The maker wired him to place it aboard a train immediately and return it to the factory, as there were several customers waiting. A few days later he received a check. He was astonished to discover that the retail value of the postpaid vehicle was exactly what he had paid for it new.

Concave Steamer's Faults.—The Weider bought a steam carriage, had a air-wheel built, he started on a hill and ran back down the grade, backing his steam and enabling the carriage, he purchased more equipment. Becoming more conscious, he began to cancel his steamer's shortcomings. When he broke down he never allowed the car to be towed home in daylight. He purchased another steamer and thought himself getting along well.

In 1906, at the Madison Square Garden show, he became enamored of a three-wheeled gas carriage with a single air-cooled cylinder. He purchased it and found it could run a week with less trouble than he could run a day with a steamer. After five months he purchased a four-wheeled vehicle, and at the time of writing felt thoroughly satisfied of the merits of the automobile.

Dr. W. G. Egan had purchased a steam carriage and had achieved a burned boiler in three days. His boiler and chain gave out in two months. He wrote the company, and the company replied that it was astonished the equipment mentioned had lasted so long. Egan bought a gasoline carriage and within three weeks, he had replaced the boiler. To his indignation, the boiler was found to be a fake. The doctor was forced to purchase the company's repair shop. He was not allowed to be in the shop while the carriage was there. On one occasion he had been charged for 47 hours of labor at 50 cents an hour. He decided that little was to be expected of the automobile as long as such conditions existed.

Ignition Cable Leaked.—Dr. Irving S. Haynes complained that it was impossible to get an ignition cable that would not leak. He was forced to leave his in a rubber tube to prevent this.

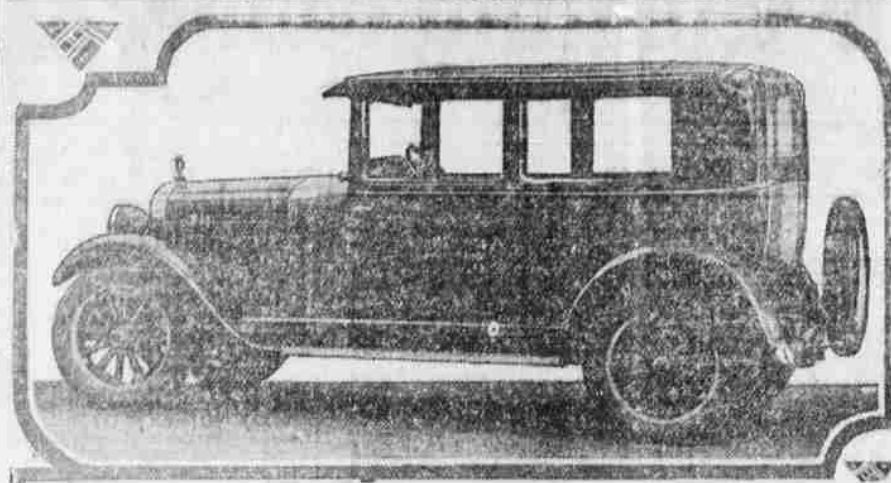
Dr. W. H. Nafie declared the steam car a failure and the automobile gasoline vehicle the only satisfactory physician's transport.

Dr. Joseph Stokes advised prospective owners to find a repair shop first and an automobile afterward.

One physician asserted that he had driven his car at a cost of 13 cents a mile, as against more than three cents a mile for a horse.

The year 1924 is notable for its automotive history for more than one reason. It was during this year

NEW ESSEX SUPER-SIX LINE ANNOUNCED



New Essex super-six cars—larger, fiercer, and more powerful—are announced by the Hudson Motor Car Co. and are now on display here.

This unexpected announcement comes as one of the dramatic automobile stories of the year. Since the Essex super-six was first introduced this year the demand has been continuously ahead of the number which Hudson could manufacture, notwithstanding the largest schedule of cars in its history was steadily maintained.

Most companies would have been more than content with such remarkable business, but the Hudson Essex organization decided both to improve the Essex still further and to enlarge the production facilities. To accomplish this Essex production was suspended while there were actually thousands of buyers waiting for cars. This drastic action gave full right-of-way to the improved cars, which are now being shipped at the highest rate by far in Hudson history.

Motor is Larger.—The improvements in the new Essex affect both its performing ability and its appearance. The motor is improved in detail and is enlarged in displacement by about 10 per cent. This is accomplished by adding one-quarter inch to the stroke, the new dimensions being 2 1/4 by 4 1/2 inches. The crankshaft is larger and heavier, the connecting rods redesigned, and the

bearings enlarged to care for the additional power loads. Experimental runs in the new Essex have shown it capable both of higher speed and of improved performance throughout its entire range. Maximum speed is now well above a mile-a-minute while the company continues its assurance that the car may be safely driven at 50 miles an hour all day long. Even at its best performance, the motor operates smoothly and without apparent effort. The Essex motor retains its essential high-grade items: aluminum pistons, all connecting rods balanced, a crankshaft built under Hudson super-six principles, roller tappets, front and drive by silent chain, highly developed splash lubrication, etc.

Since Mr. Ford wishes to make the announcement in his own way through the newspapers, however, Mr. Bullwinkle does say that the car is all that the dealers could ever ask and more. "The new model will bring some distinctive features that are new to any time, yet it will remain lower priced than any competitive car," Mr. Bullwinkle said. Mr. Perkins today received a telegram calling him to a Portland Ford meeting Tuesday. It is assumed that the meeting will be a discussion of the new model.

Driving Studebaker.—Georgia Ware is the owner of a Studebaker sedan purchased recently from M. J. Goss, local dealer.

Driving Star.—L. A. Davidson, of this city, is driving a Star four coupe purchased from the Morlock Service Motor company.

Buyers Whippet.—E. D. Malone, owner of the Jefferson street restaurant in the corner of a Whippet six coupe purchased from W. D. Hanks.

Buyers Star.—Frank Thompson is driving a Star four sedan purchased here recently.

Secrecy of New Models.—A. H. Trachsel, of the Nash engine, reports that at present Nash dealers all over the country are having difficulty in obtaining the new Nash model. Portland is the only Oregon agency which has any of the models in stock but, according to news received from headquarters, Mr. Trachsel believes that within a week or so the factory will be able to catch up with the demand to some extent and that models will be at hand in La Grande.

Buyers Studebaker.—J. P. O'Connell is driving a Studebaker sedan which he purchased from M. J. Goss, dealer here.

Buyers Chrysler.—Julia Brecker, of Enterprise, is the owner of a Chrysler "40" roadster purchased this week from L. W. Weeks. Miss Brecker is a nurse at Enterprise.

Driving Studebaker.—George Stoddard, of Enterprise, recently purchased a Studebaker sedan from the Studebaker garage here.

Has Sedan.—The Railway Transfer company has purchased a Star six sedan from the La Grande and Baker

dealers, A. M. Service and J. P. Morlock.

Has Studebaker.—Lloyd Strider is the owner of a new Studebaker victoria purchased from the dealer here.

Bought Star.—The Morlock-Service motor company reports the sale of a Star four coupe to W. M. Carter recently.

Has Chrysler.—George Swanson of this city, is the owner of a Chrysler "40" sedan purchased recently from L. W. Weeks, local dealer.

Driving Studebaker.—Miss Vina Conley, of Cove, is driving a Studebaker victoria which she purchased recently from M. J. Goss.

The Boy Friend: Say, who's the dandy-looking guy that drives your car around, and works in the garden? I notice he always gives me a nifty look when I come in.

The Girl Friend: Oh, don't mind him. That's just father.

The Painter

Many Miles of Service in Our

USED TIRES

EVERY ONE O. K.

at

K. O. PRICES

Every Size — Balloons or Cords

JOHNS BROS.

Guaranteed Vulcanizing

Red Crown Gas

Zerolene Oils

MAKE PROFITS CERTAIN WITH

DEPENDABLE POWER

All outdoor work is dependent upon the elements. Harvesting, Road-building, Logging can be done at greater profit at certain times of the year. The "Caterpillar" Tractor supplies the power to put in extra hours, when the going is good. It pays profits through economy in operation when the going is not so good.

"Caterpillar" will pay big dividends on your job. Ask us about it today.

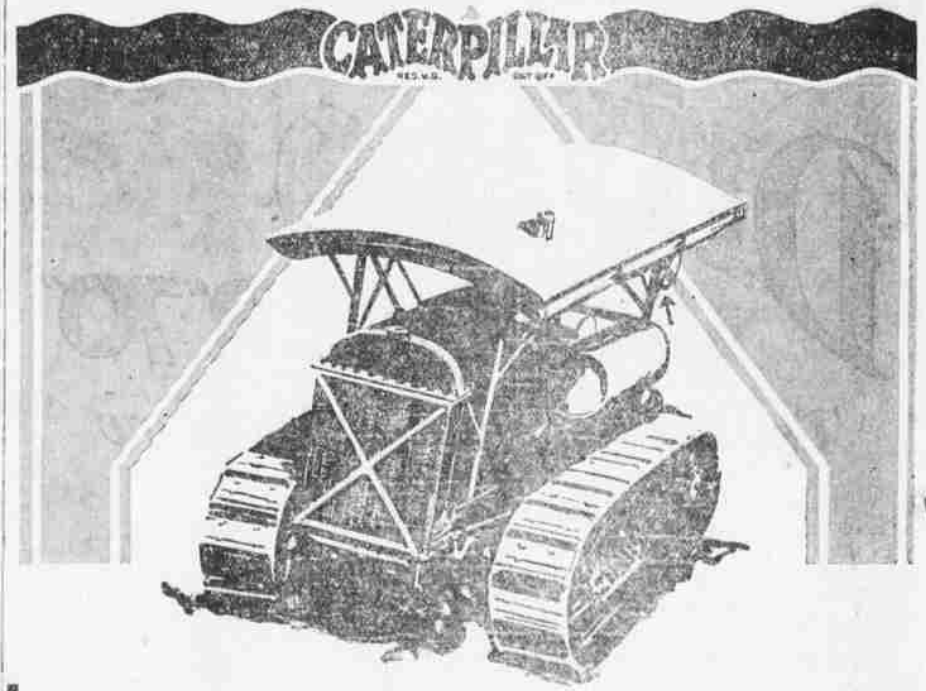
BUNTING

TRACTOR CO.

Dealer "Caterpillar" Tractors "HOLT" Combined Harvesters

Jefferson and Elm Streets

Branch Offices at Boise and Pocatello, Idaho.



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Jefferson and Elm Streets

Branch Offices at Boise and Pocatello, Idaho.

La Grande, Oregon

Try CLAY'S PLACE

Texaco Gas

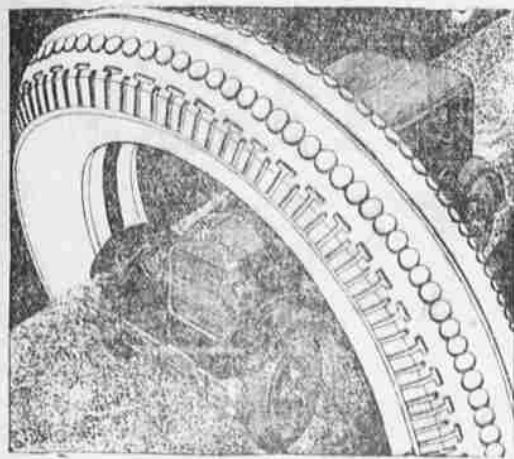
Fisk Tires

Full Line of Accessories

A good place to trade

We Have Cold Drinks

Clay's Place East Adams



All Roads Are Smooth With Federal Tires

They take the bumps with grace and ease; ride like a Pullman and give you desired comfort at all times. Federal Tires are made of the highest quality of materials and workmanship—they are made for mileage. Federals give extra service at no extra cost.

Complete line of Thompson's Sysileom valves and quality Drain-Oil Piston Rings; also American Hammered Rings. Valve Springs for all makes of cars.

Spicer Universal Joints. Authorized service on Stewart-Warner parts.

Complete stock of Timken, Hyatt, and New Departure Roller Bearings.

Connecting Rods for all makes of cars.

Thermoid Universal Joint Discs for all cars. Complete stock of Fan Belts. Accessories—a complete line.

Jack Allen Supply Co.

La Grande Branch R. A. FARNAM, Mgr.

Chevrolet Plans Development at Michigan Plant

With production running at the record rate of more than 5,000 units daily and demand for the product constantly increasing, the Chevrolet Motor company announced a \$2,000,000 development of its plant at Flint, Mich., to relieve congestion brought about by steady increases in output.

This will include two buildings—a new parts structure and a three-story office building. They will be completed by October 1, according to Charles F. Barth, vice president in charge of manufacturing.

On the completion of the new buildings the present structures used for offices and parts will be converted into a modern factory building, erected in their place, asserts Mr. Barth in a communication to the Chevrolet news office in this territory.

The new parts building will be a two-story structure, 150 by 122 feet, and of concrete construction. The new office building, of brick and concrete, will be 200 by 60 feet. Completion of the project will provide additional manufacturing facilities to a plant that is already one of the finest in the automobile industry, commented Avery Harrison, the local Chevrolet dealer.

"The rate of production is showing the growing demand of the automobile for the Chevrolet line, may be seen by the fact that only a few months ago the factory completed an expansion program costing \$16,000,000."

"I never knew until I got a car," said the bishop, "that profanity was so prevalent."

"You hear much of it on the road?"

"Why," replied the bishop, "nearly everybody I bump into swears loudly."

—The Open Road.

GARAGE GOSSIP

Buyers Hunter, of Lostine, is the owner of a Star four coupe which he bought from the Morlock-Service Motor company.

Buyers Truck.—Smith Brothers, of North Powder, are operating a Star six truck recently purchased from J. P. Morlock.

Driving Studebaker.—J. M. Patton, of Joseph, is driving a Studebaker sedan purchased lately from M. J. Goss.

Has Whippet.—Mrs. L. J. Chadwick, of Cove, is the owner of a Whippet six sedan purchased from Gettings and Hanks, local dealers.

Buyers Star.—The Enterprise Livestock company at Enterprise purchased a Star six coupe recently from the Morlock-Service Motor company.

Has Whippet Coupe.—Clyde Keys is driving a Whippet six coupe which he purchased from the local dealers, Gettings and Hanks.

In Wallawa.—J. P. Morlock returned yesterday from a business trip to Wallawa county.

Driving New Star.—V. V. Church, of Maxville, is the owner of a Star six coupe which he purchased from the local dealers, A. M. Service and J. P. Morlock.

Driving Chrysler.—George M. Pierce is the owner of a Chrysler "40" coach, purchased recently from L. W. Weeks.

Driving Star.—John Rehling, of this city is driving a Star six sedan purchased from the local Star agency.

Here on Business.—A. M. Service was in La Grande yesterday from Baker on business. Mr. Service is with the Morlock-Service Auto company in La Grande and Baker.

Return From Business Trip.—C. H. Bullwinkle, of the Perkins Motor company, has returned home from a business trip to Detroit where he rode in the new Ford model. He states that he is not able to give any details concerning the model or its price.

BANG!

INDEPENDENCE DAY

This year should mean freedom from tire troubles. Don't let blowouts spoil your holiday motor trip—start out with a complete new set of

MILLER — And — RACINE

"Geared to the Road" "Multi-Mile"

GASOLINE *Vellor* MOTOR OIL

LA GRANDE FILLING STATION

KUHN & ZWEIFEL