

### EXPLAINS REASON FOR SPEED TEST

#### Studebaker Vice President Answers Criticism Appearing in Journals

In answer to criticism which has appeared in trade papers denouncing "speed" advertising, Paul G. Hoffman, vice president, The Studebaker Corporation of America, has made an illuminating reply.

Studebaker has been running a series of advertisements telling of a number of new world records which Studebaker cars have set. In defense of these endurance and speed records and the advertising of them, Mr. Hoffman makes the following statement:

"Present day merchandising demands presentation of the proof of the quality of a product in a forceful, dramatic way. After tests made on our own 800-acre proving ground, we knew full well the extraordinary endurance built into the Studebaker Commander. But it also realized that the only way we could translate this stamina to the public in terms which could be readily understood, was to institute a test unparalleled in automotive history.

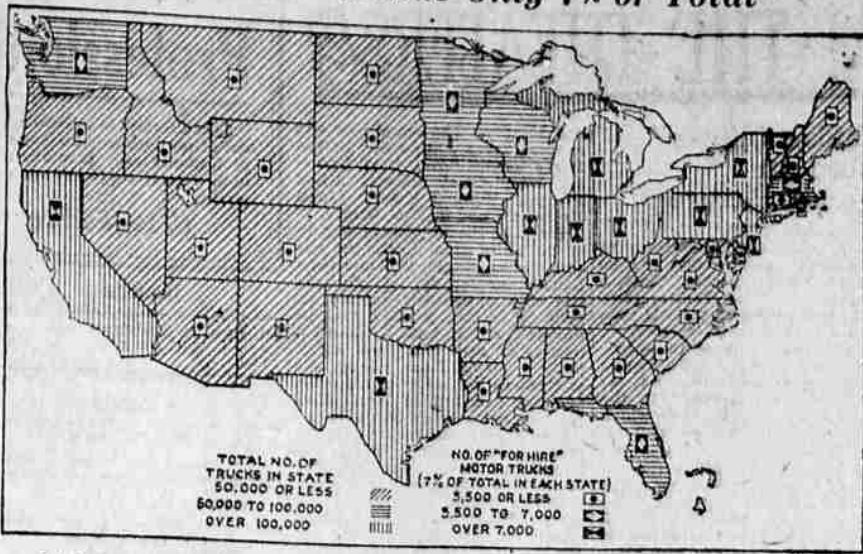
"We are now advertising that three strictly stock Studebaker Commanders each traveled, on the Atlantic City speedway, 29,000 miles in less than 25,000 consecutive minutes under the sanction and observation of the American Automobile association. But this can no more be taken as an invitation to the public to use the speed of which the car is capable than the presence of a well known watch manufacturer showing a watch enclosed in a cake of ice could be interpreted as a suggestion for all owners of such watches to store them in the icebox over night.

"The ability of a car to maintain better than a mile a minute speed for a distance of 25,000 miles—equivalent to a circuit of the world at the equator—more conclusively proves the advance design of that car, the high quality of materials which go into it, and the precision workmanship contributing to its construction than any other method we know of.

"That is why we turned the three Studebaker Commanders loose on this 25,000 mile run on the Atlantic City speedway."

Inexpensive wicker, grass or fiber furniture, attractive when new, is usually only temporary and needs to be replaced often.

### "For Hire" Trucks Only 7% of Total



Of the 2,764,000 trucks in the United States, only 193,000, or 7%, are "For Hire" motor trucks. The above chart shows the approximate number of trucks in each state. The small symbols represent the approximate number of "For Hire" trucks (7% of the total) in each state. These figures are from a survey of the truck situation by the National Automobile Chamber of Commerce.

### Production Of Pontiac Six Is To Be Increased

PONTIAC, Mich., Dec. 10. — A third assembly line for the Pontiac Six, duplicating the arrangement and equipment of the two lines already in operation, is being installed in the Pontiac Six assembly building at a cost of \$250,000. It is announced by A. R. Glancy, president and general manager of the Oakland Motor Car company.

Sustained demand for the Pontiac Six during the season when automobile sales normally are expected to decrease, and anticipation of still greater public acceptance in 1928, have prompted the company again to expand its production capacity, Mr. Glancy explained.

Together the three assembly lines will be able to produce 120 Pontiac Sixes per hour or one complete car every 30 seconds. The Pontiac Six factory this will have a production capacity of 1989 cars per nine-hour day. This, together with the 729-car daily capacity of the

two new Oakland All-American Six assembly lines in the Oakland factory, will give a total capacity of 1800 automobiles during each nine-hour day, or one unit every 18 seconds.

The car assembly plant, where the third Pontiac Six assembly line is being installed, is one of the \$12,000,000 group of buildings, finished early in 1927 which provided the Pontiac Six with a separate factory.

### PRECISION IS FEATURED BY CADILLAC CO.

Precision, long recognized as the talisman of quality and durability engines, has come to play an equally important part in the manufacture of bodies. Combination of beauty with riding comfort, sturdiness and long life seems to require the same accuracy as is used in the choice of metals and the machining of parts for the engine.

Interesting parallels in standards of accuracy required in producing these two parts of a car are drawn by William N. Davis, body engineer of the Cadillac Motor Car company. "It is not a far cry," Mr. Davis

states, "from the machining of an engine part to 1-10000 part of an inch to the selection of mohair cloth with 56,000 tiny threads or picks, as they are called, to the square inch. Every part is measured and gauged with the same accuracy as applies to the building of the engine.

"There is a similar parallel in quality standards of materials. A Cadillac crankshaft requires a very definite quality of steel. In manufacturing bodies the plate glass, broadcloth, velvet or hair must reach very definite quality standards.

One man in 2,600 reaches the age of one hundred in Serbia, one in 5,139 in Ireland, one in 43,000 in Spain, one in 177,000 in England, Scotland and Wales, and one in 189,750 in France.

Furniture made in small quantities, with novel designs and the best of materials, sells for the highest prices and is suitable for wealthy homes.

For homes of moderate means furniture made in large quantities, with popular designs and good substitute materials is suitable.

### GARAGE GOSSIP

#### Mr. Conway Admires Ford

"Among the marvels of modern motordom at present is just how Henry Ford, with his mammoth distributing organization kept the new model completely out of sight." This was the statement of Ray Conway, director of public relations of the Oregon State Motor association, who was in La Grande to the interests of the association Tuesday, to an Observer reporter. "As far as we know only one picture was ever taken—an article about the picture appears in a recent issue of the Literary Digest—and is an interesting story in itself," continued Mr. Conway. "The appearance of the new Ford means a revolution of the economic fabric of the motor industry." He went on to say, "There are today no cheap cars on the market, in their place are lower priced cars."

#### Here From Pendleton

W. D. Thomas, Chevrolet territory man, was here from Pendleton during the first part of the week. Mr. Thomas transacted business at the Blue Mountain garage.

#### Made Trip to Union

Arleigh Jennings, salesman at the Jennings and Shumate garage, made a business trip to Union Thursday.

#### Went to Wallawa

Vern Jennings returned yesterday from a business trip to Wallawa county. Mr. Jennings was gone two days. He is associated with Elmer Shumate as the local Oakland-Pontiac dealer.

#### McConnell Here

J. F. McConnell, of Pendleton, transacted business at the Jennings and Shumate garage during the middle part of the week. Mr. McConnell is district distributor of the Oakland-Pontiac automobiles.

#### Went to Joseph

J. P. Morelock, of the Morelock Service Motor company returned today from Joseph where he attended a lodge meeting and transacted business.

#### Up Branch Line

E. R. Ledbetter, local Hudson-Exeter distributor, made a business trip up the branch line Friday.

#### Opens in New Quarters

E. E. Bert has moved his auto laundry to quarters in the Hudson-Exeter garage on Adams avenue just across from the Observer. Mr. Bert believes that his new quarters will give him more working space and a more central location. "Yes, it's still Bert's Auto Laundry to my customers," he said yesterday.

#### Studebaker Distributor Here

Arthur S. Foster, Studebaker distributor for Eastern Oregon, spent Thursday in the city from Pendleton.

#### Reorganize Used Department

With the appearance of the new Ford, the used car department of the Perkins Motor company is being reorganized. "We are going to offer the public some wonderful buys—practically every model will be new and by new we mean a 1925, 1926 or a 1927 car," said W. C. Perkins today.

#### Home from Chevrolet Meeting

Mr. and Mrs. George E. Ober have returned from Portland where they spent about a week. Mr. Ober, who is floorman at the Blue Mountain garage, attended the Chevrolet school, conducted by Mr. Knutson. About 12 Chevrolet company employees attended the school, which Mr. Ober found most instructive. "The school was very successful—we received a lot of helpful pointers on the Chevrolet, both in regard to the parts and service," Mr. Ober reports.

#### Unloaded Tractors

The Perkins Motor company unloaded a car of ten tractors yesterday.

#### Takes Ford to Weston

F. C. Leibold, of the Portland Ford branch passed through here Thursday on his way to Weston with the Ford Tudor model exhibited here. The car was taken to Wallawa county and Blain on the branch line.

#### Promises Finance Plan

Jack Gorman, of the Pacific Finance company, was in La Grande from Portland yesterday and, in a business visit with W. C. Perkins, of the Perkins Motor company, promised a very satisfactory Ford finance plan. "Our new plan is going to be a world beater. The rates have been materially reduced on account of the lower insurance

### Whippet Travels 468 Miles in 511 Minutes in Storm

The stamina and speed of the Whippet and its ability to conquer a blinding sleet and snow storm was demonstrated this week when a collegiate roadster traveled 468 miles in 511 minutes, around the lower rim of the state of Michigan. This average of speed of 24.94 miles an hour was made under the official check of the Western Union, not only at the start and finishing points but at five different points along the route.

With Sam Ross at the wheel of the Whippet collegiate roadster and Chet Killmeyer acting as relief driver, the Whippet sped from Detroit at 8 a. m. and returned to the starting point after covering 468 miles at 4:31 p. m. Newspapermen were on hand both at the start and finish to check the remarkable performance of the Whippet.

From the very start the Whippet encountered a blizzard as it swept across the lower rim of Michigan. The roads became ice-covered in a short time but despite this driving toward the Whippet continued on its course fighting the way mile after mile through the blinding storm.

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#### Motor Sled Successful

Charles Pichard and Jack Shanko, local young men who are employed at the Harley Davidson agency, report their motor-driven sled as very successful. They have obtained a speed of fifty miles an hour with it, it is reported. They use an 18 horsepower air-cooled motor.

A small town is a place where the women still leave the table when the men start telling stories.

Three arrests were made in this end of the valley recently by Sheriff A. B. Miller and other members of the force. Glenn Powell, and two boys from town were arrested at a ranch in the hills a few miles north of town where Powell has been living. Powell was placed in jail and the boys turned over to their parents. On the following day the officers again went to the ranch to make further investigations and report they discovered a still, which was taken to Enterprise.

The prima donna who was offered contracts in the movies probably doesn't know yet whether she was being praised or damned. A thrifty person is one who needs keep his wants in the background.

### How to Protect Your Motor in Freezing Weather

1. Keep your engine warm and use a good anti-freeze solution in your radiator.
2. Use the new and better TEXACO gasoline that starts easily.
3. Use the oil that flows at zero.

Golden

Texaco Motor Oil

### Heasty & George

Corner Adams and Second

# One Thing You Can't Cover With Car Insurance

In this day and age there's not many risks you can't cover with an insurance policy. With your car you can be safe from losses in wrecks, in injury, in fires, etc.

But you can't insure your car against too rapid depreciation and unsatisfactory wear with a policy—you've got to take the precautions yourself or take the losses.

Keeping your car washed and the finish protected—keeping it greased and properly supplied with fresh oil—these may seem like expense items when they are actual investments in minimum depreciation. They pay big dividends when the time arrives to sell your car or turn it in on a new model.

Playle's service is designed to make what you spend on your car in upkeep pay the greatest possible returns. That it is valued accordingly is shown by the increasing number of owners who are not satisfied with anything less than exclusive Playle service.

## Playle Oil Co.

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

Fisk Tires and Tubes

Texaco Gas and Oil

# WANT THE FINEST LOW-PRICED SIX OF ALL?

With Fisher Body—big smooth engine—scores of advanced features? Then you will find the car you want is the Pontiac Six at

New lower prices on all body types. (Effective July 15th)

2-Door Sedan.....	\$745
Coupe.....	\$745
Sport Roadster.....	\$745
Sport Cabriolet.....	\$795

# \$745

Landau Sedan.....	\$845
De Luxe Landau Sedan.....	\$925

The New Oakland All-American Six, \$1045 to \$1265. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the General Motors Time Payment Plan.

JENNINGS & SHUMATE  
Adams Avenue

# PONTIAC SIX

### Evening Slipper



A silver-green evening slipper has its brocade pattern in the latest geometric design of triangles of all sizes worked into a moderate pattern.