

PICK LA GRANDE AS HEADQUARTERS

New Chevrolet Representative District of Six Counties Organized

After a very interesting meeting of Chevrolet dealers and their sales organization members of six Eastern Oregon counties in La Grande Thursday, it was announced to The Observer that this city has become the headquarters of a new representative district, embracing Union, Wallowa, Umatilla, Grant, Baker and Morrow counties.

The new district, with headquarters in La Grande, will be in charge of E. H. Morris, who with his wife and family, has moved here to take up a permanent residence. Mr. Morris announces that the new district is included in the Portland zone.

AUSTRALIANS AND JAPANESE VISIT FACTORY

During the year 1927, more persons visited the plant of the Cadillac Motor Car company, Detroit, from the far-off islands of Japan and the island continent of Australia than from the Dominion of Canada.

There were 26 foreign countries from which travelers singly and in groups came to see the birth place of the car which is familiar on their home streets. Included were industrial leaders, merchants, bankers, journalists and students, many of them traveling under the auspices of the United States department of commerce. The Cadillac plant is found by them to be an excellent laboratory for a study of precision methods as applied to quantity production.

Leading the list by a wide margin was Germany, whence during the year came a number of well-organized groups for a systematic study of American manufacturing methods. From the Antipodes came the next largest throng—Australian journalists and students of economics. They were particularly interested in American industrial life as it affects the welfare of the worker—in his work and in his home.

Other countries largely represented by visitors were France, England, Switzerland, Brazil, Russia, Scotland, Columbia, New Zealand and Puerto Rico.

Tourist (in village store): Whaddya got in the shape of automobile tires?

Saleslady: Funeral wreaths, life preservers, invalid cushions, and doughnuts.

Tramp: Sorry, lady, I'm absolutely overwhelmed with tramps. But I was most anxious for an old overcoat before the season starts for putting 'em over motor-car radiators!

Motorist (pulling up): What's the matter? Didn't you hear me blow my horn?

Pedestrian: I heard something but there's so much hay fever I didn't think it was an automobile.

Plan Completion Of Leap, Lostine, Evans Road Work

WALLOWA, Ore., Jan. 28 (Special)—The matter of working for a completion of the Leap-Lostine-Evans market road, which extends from Evans into the Leap section following Parsnip creek from the mouth of this branch at the Williams farm, through the hill section toward Trout creek is being considered. About five and a half miles of the road which was built a number of years ago, has tended to give farmers in that section an idea of the comfort and convenience of a good road. It is now proposed to extend this road over the country to a point on Trout creek, where it would connect with the Enterprise-Flora highway, giving a good outlet both ways to a large number of farmers living in the hills along the route of this road. For many of these farmers such a road would make it possible to use cars during the entire year, where at present a few miles of bad roads separating them from the present market road, make the long trips to town slow and tedious.

New Tire Sales Plan Announced By Bohnenkamps

The W. H. Bohnenkamp Co. is announcing a new credit plan for the sale of Goodyear tires which will undoubtedly be of interest to many motorists. In speaking of this plan, one of the members of the company said that it was often noticed that people needing tires for their cars need them most when their purse may be low. This results in their purchasing tires of low price and quality and usually in their paying a high final price for the small mileage they get from this class of tires.

To make it possible for all motorists to enjoy the pleasure and satisfaction of riding on the best of tires and to get the low tire mileage cost that can only be had by using good tires will enable tire users to buy and enjoy the same satisfaction and tire service that Goodyear users have always found to be built into Goodyear tires in years gone by.

"What was the cause of that collision down at the corner today?" "Two motorists after the same pedestrian."

RUBBER OUTLOOK GOOD THIS YEAR

Tire Dealers over Nation Generally in Fair Condition; Firestone Says

AKRON, Ohio, Jan. 28—Harvey S. Firestone, president of the Firestone Tire & Rubber company, has issued the following statement about business conditions to be expected during 1928: "Our experience of the past year gives us every reason to anticipate that American business will attain a heavier volume of production and a new level of efficiency in 1928 and that the people of the country will share in a common prosperity.

"Prospects for a substantial reduction in federal taxes are exceedingly bright and the government is continuing a wise policy of economy. Many large business organizations are expanding their business and there should be employment in the coming year for all who want work.

Increasing Facilities "The Firestone Tire & Rubber company is increasing its facilities not only in production, but also in distribution and service to motorists. This includes the building of a large factory in Los Angeles for western states and Far East trade. We have completed one of the most successful years in our history, having sold more tires and made larger profits than in any other year.

"The British rubber restriction act has brought great business in rubber industry, causing wide fluctuations and high prices of crude rubber, but in the face of this the lowest price in the history of the tire industry. We are still faced with this hazard but the increased production and development of rubber in unrestricted countries and our development and production of rubber in Liberia will, I hope, in a short time make the British restriction act ineffective.

"The public is realizing more and more the importance of economy and efficiency in the tire industry as affecting our transportation and commerce. The manufacturers have increased and improved their manufacturing facilities, mileage, and efficiency of their tires to such a great extent that manufacturers in foreign countries were unable to compete with American manufacturers and in the past year England has placed an import duty on tires from America of 33 1/3 per cent.

BOSSSES 76,000



That is, he's the newly elected president of the California State Automobile association, which comprises 76,000 members—H. J. Brunner, San Francisco structural engineer. He succeeds A. B. Towne of Los Angeles.

The tire dealers throughout the country are becoming more efficient and better business men and are building and equipping larger and more efficient service stations for the care and repair of tires. This important part of tire service is receiving closer co-operation between manufacturer and dealer and there will be greater development throughout the country on this line than ever before, and more economical and efficient tire service will be given the motorists.

"The tire dealers generally are in good condition and do not have heavy inventories, and I predict that this efficiency and economy will result in bringing the tire industry on a high plane. For all, efficiency and economy are what make our prosperity and I have every confidence that 1928 will be a big year."

Congress is getting almost as particular about whom it admits as a night club.

Early Licenses Embarrass Men In British Land

LONDON (AP)—"A-1" is an automobile license number in England which is not only a great distinction, but also a cause of much inconvenience.

Theoretically, it was the first license issued for a motorcar. It was born January 1, 1904. Its first parent was Earl Russell, who was Chairman of the London County Council when registration of motorcars began. He kept it for three years, on a variety of cars, and then surrendered it. He said it made him too well known to the police, who doubted its authenticity.

For two years succeeding Chairman of the London County Council received the A-1 license number, but in 1907 it lost its official character. In 1923 it passed into the hands of George Pettit, of Great Portland street, London, who for many years had been looking for it, and he is the present owner of it.

Mr. Pettit finds the distinctive license number not a little embarrassing at times. Policemen stop him and refuse for some minutes to believe that it is not a fake.

A few of the original cars for which some of the early licenses were issued are still in use. A license No. A-23 was given to a Landard motorcar which covered 200,000 miles without any mechanical trouble, according to its owner, and finally gave up its ghost during the World War as a delivery truck.

Major S. Kendall, owner of license A-19, has never driven since 1909, and has never until this year been cited for a motoring offense.

EFFICIENCY PERSONIFIED

A man owning a flivver bought every fuel and power-saving device on the market. He saved fifteen per cent on a certain carburetor, ten per cent in fuel on this, that and the other thing. When he got them all on a friend asked, "How does your car run?"

He replied: "Not very good. I have to stop every fifteen miles and bail out the gasoline."

Chauffeur (to slightly deaf farmer): Can you tell me where I can get some gas?

Farmer: Hey?

Chauffeur: No, gas! This ain't a horse, it's an automobile.

Scientists say the next year will be with insects. Well, just what was the last one with?

IMMUNITY?



Sir Esme Howard, British ambassador to the United States, has asked diplomatic immunity for his son, Henry Howard (above), 14, whose automobile struck Detective Deforest, 12-year-old daughter of a weather bureau employe at Washington. The boy is two years under the minimum age requirement for driving an automobile in the District of Columbia, police said, and any action to be taken will have to come through the state department.

She stood in the street at midnight.

As the traffic homeward sped, She was very much struck by the moonlight.

But that's not why she's dead.

—Judge.

BRASS TACKS

"Buyers of cars are more particular nowadays than they used to be, are they not?" we asked.

"Oh, yes," responded the dealer. "While they used to ask all sorts of questions about the mechanism, power, and so forth, now all they want to know is, 'What is absolutely the lowest advance payment I must make?'"

—Kansas City Star.

PAIDON US!

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

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

—The Pointer

18 PER CENT OF ROADS SURFACED

Oregon's Highways Far Above Average—Only 21 Per Cent Unimproved

The Oregon State Motor association, in making an analysis of the highways of the United States, points out that 18 per cent of the existing highway mileage in the United States was surfaced as of Jan. 1, 1927.

On that date there were 3,019,100 miles of rural roads of all types in this country, made up of 287,928 miles on the state systems and 2,731,172 miles on the county and local systems. The states had surfaced 163,960 miles and the counties and townships had surfaced approximately 298,401.

The surfaced mileage includes roads with all types of surfacing, such as sand and top soil, gravel, water-bound macadam, bituminous macadam, sheet asphalt, bituminous concrete, Portland cement concrete and block pavements of brick, asphalt, wood or stone. Non-surfaced roads are those which are wholly unimproved or have been merely graded and drained.

The progress of Oregon's highway improvement as compared with the national situation shows that Oregon has on its state highway system 827 miles of pavement or 29 per cent; 676 miles of oiled macadam or 13 per cent of its total; 1746 miles of rock and gravel surfaced roads or 45 per cent of its total; 3900 graded roads or 7 per cent of its total; 948 unimproved or 21 per cent of its total.

In the country road system Oregon has 45,346 miles of road of which 14,297 miles are improved as follows—paved 424.4 miles; gravel—7309.6 miles; improved earth roads—6,482 miles—leaving 21,359 miles unimproved.

Taking the state highways and county road systems together, we have 50,014 miles of road of which 17,727 miles or 35.45 per cent are improved as compared with the national figure of 18 per cent.

MORE PUSH

"Here, boy," said the wealthy motorist, "I want some gasoline, and please get a move on! You'll never get anywhere in the world unless you push. Push is essential. When I was young I pushed and that got me where I am."

"Well, gawd," replied the boy, "I reckon you'll have to push again, 'cause we ain't got a drop of gas in the pipes!"

Student Autos A Luxury, Says Loan Fund Body

OREGON STATE COLLEGE, Corvallis, Jan. 28—Automobiles may have passed from the luxury to the necessity class in most quarters but those in charge of dispensing loans to pharmacy students here believe that a college man is not entitled to a loan and a "pleasure car" at the same time.

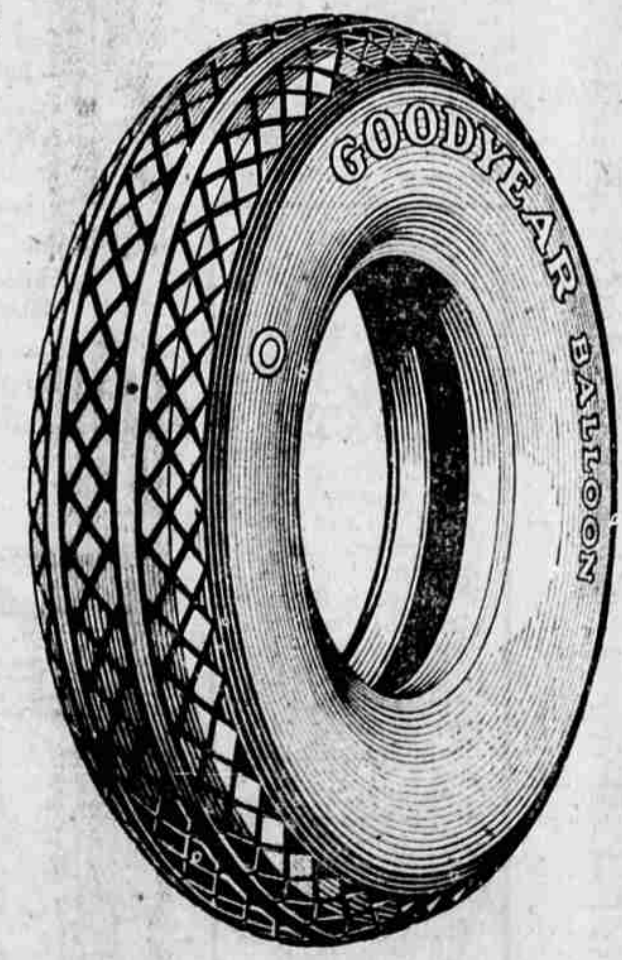
Eleven loans aggregating \$1150 have just been granted deserving students in pharmacy who passed the right investigation conducted by the trustees of the loan fund created by the Oregon State Pharmaceutical association two years ago. In addition to checking on expenditures, the board advises applicants to carry insurance and to do outside work. Rarely is a loan granted in the first term.

The fund which was started by a \$1000 subscription by John F. Allen of Corvallis and swelled by a like amount from H. J. Frank of Portland, has now reached \$11,175. To date 35 loans totalling \$2295 have been granted, enabling many students to continue their work who otherwise would have dropped out. As all overhead is borne by the college and the association, the fund is irrevocable. It is administered in cooperation with but separate from the regular student loan fund.

ASK US FOR A DEMONSTRATION IN THE NEW FORD Coupe Perkins Motor Co. Ph. Main 500

GOODYEAR TIRES ON TIME PAYMENTS!

A Little Down Pay the Balance As You Ride



When you buy tires on deferred payments, insist upon full value for every cent you pay down, or in future installments. Don't be satisfied with less than the best—you are entitled to a full dollar's worth of mileage for every dollar you pay. And now you can insure yourself against loss by buying the world's greatest tire—the new-type Goodyear All-Weather Tread Balloon, on terms to suit your convenience.

Last week we announced the biggest news of the year for automobile owners of this city: NOW YOU CAN BUY GENUINE GOODYEAR TIRES ON EASY, CONVENIENT TERMS! No delay, no embarrassment—and all tires are brand-new, fresh stock, just received from the factory.

Drive over!—learn how little it will cost to have one, two, or more of these wonderful new-type Goodyears put on your car. No charge for applying tires sold on time. Goodyear Tubes on the same terms, if you like.

We want you to take advantage of this buying opportunity; we offer prompt courteous service, and guarantee our merchandise in every respect. We maintain an authorized Goodyear Service Station, insuring you facilities for getting every bit of the extra-long mileage out of these tires that Goodyear has built into them.

W. H. BOHNENKAMP CO.

THREE AUTOMOBILE PARTS That Need Attention —the Battery —the Starting and Lighting System —the Ignition We are factory representatives for USL, Auto-Lite and North-East. We have genuine parts. Inspection Free. BURGESS Battery and Electric Station 1208 Jefferson Ave.