

DISCUSSES AUTO SPEED PROBLEM

Vice President of Studebaker Corporation Gives Interesting Interview

The time has come to stop speeding the problem of speed on the highways, is the opinion of Paul G. Hoffman, vice president of the Studebaker Corporation of America, in a recent interview, he said.

American railroads have proved that it is possible to attain both high speed and safety. When we look back over the years we then with amusement the excitement that greeted the first masters of speed as they thundered over the rails at the fearful speed of 25 miles an hour. Great stunts were even staged, but history tells us that travel at speeds of more than 40 or 50 miles an hour and live.

In the field of individual transportation the motor car has played an important part in breaking down the barriers of time and distance. It is as foolish to put legislative bars of speed in the way of development of speed in motor car transportation as it would have been to put speed limits on American railroads in the early years of development.

It is time to look at the problem of highway safety from a new point of view. One of the first steps is to get over the idea that speed is itself a dangerous thing. Traffic and safety experts—men who have studied the question—know that speed in itself is not the cause of danger. It is merely combined with other factors.

"Not Speed Alone"

It is not speed alone, but speed in combination with other factors that makes accidents. Fifty miles an hour on the open road in the country may be safer than 25 miles an hour in crowded city traffic.

"Any well constructed car of the present year is much safer at 50 miles an hour under the proper conditions than cars of a similar class were 15 years ago at 25 miles an hour. One stretch of road may be safely covered at 50 miles an hour—another may be unsafe at 25."

No one can deny that there is real danger in speed plus unfavorable conditions for speed on the highway, but speed in itself does not necessarily create hazards. High speed at intersections, in turning corners, passing pedestrians or crossing other traffic in the face of oncoming traffic from the other direction is a real menace.

Legislation and enforcement should concern itself not so much with speed as with those acts of a driver which, combined with speed, result in accidents. Let us stop arresting the same motorist who is doing a possible 45 miles an hour on a fast road in the open country, and concentrate on drivers like the short corner-cutter in town who may be doing only 15.

Michigan's Plan

"Michigan has led the way in this attitude by abolishing a fixed speed limit. Fixed limits do not in themselves promote safety; they make lawbreakers out of motorists and often permit careless drivers to disregard the highway rules as a whole by affecting opportunities for petty profit."

Several western states have taken this up-to-date attitude toward fixed speed limits and make their highways safer by enforcing safe driving rather than by concentrating on speeders alone.

It is time to meet the new conditions of highway safety with a fresh point of view—and concentrate on safety rather than on the antiquated theory that anything over 25 miles an hour is reckless driving.

GARAGE GOSSIP

In Portland—

Mr. and Mrs. M. A. Harrison left for Portland Thursday when to car for a short business visit. Mr. Harrison is La Grande Chevrolet dealer.

Went to Enterprise—

Vern Jennings, of Jennings & Skumate garage, spent Monday in Enterprise on Oakland-Pontiac business.

How from Pendleton—

Frank L. Wagoner, Lincoln manager of the Studebaker company of Pendleton, was a business visitor for several days this week at the Perkins Motor company.

Accepts Position—

Leo Frost has accepted a position at the Truckee service station on Adams avenue, owned by A. R. Truckee, and began work this week.

Buyer Whipped—

Charles Burns, of this city, who makes his home at 1141 G street, purchased a Whippet coupe this week from W. D. Hanks, of the Gettings & Hanks garage.

Cars Arrive—

W. D. Hanks, of the Gettings & Hanks garage is displaying new Willys-Knight models which arrived here Thursday. In the shipment were a Whippet coupe, a Willys-Knight special and one of the new standard Willys-Knights, which have never before been shown here.

Unload Oldsmobiles—

Several of the 1928 model Oldsmobiles were unloaded here during the week by Frank Appling, manager of the Oldsmobile Sales company. Among the new cars were a sedan, a standard sedan, a two-door sedan and a coupe. They are being displayed extensively by the local Oldsmobile managers and salesman who express themselves as more than pleased with the new models.

In Portland—

E. R. Martin, territory representative of the Chevrolet car, who now makes La Grande his headquarters, is in Portland in the interests of business this week.

PERFORMANCE!

the final test of "CATERPILLAR" supremacy.

"CATERPILLAR" Tractors lead the field because of their adaptability to the job—their ability to do the job—and the inbuilt qualities that keep them on the job. These traits enable the owner to complete his work.

BETTER, QUICKER and CHEAPER

Bunting Tractor Company

La Grande, Oregon

Branches in Boise, Idaho, and Pocatello, Idaho

Harry Wagoner reports the sale of a Forded city coupe to Dr. Thomas Wynn, of Baker. Mr. Wagoner is owner of the Packard garage here.

Goes to Enterprise—

W. E. Buchanan of the Weeks & Buchanan garage here, spent Monday and Tuesday in Enterprise transacting Chrysler business matters.

Drives New Car Here—

John M. Cross, wholesale manager of the Service and Sales Packard company, of Portland, arrived in La Grande yesterday afternoon with a new straight eight model, which Harry Wagoner, models, which Harry Wagoner, La Grande dealer, is now displaying.

Here Thursday—

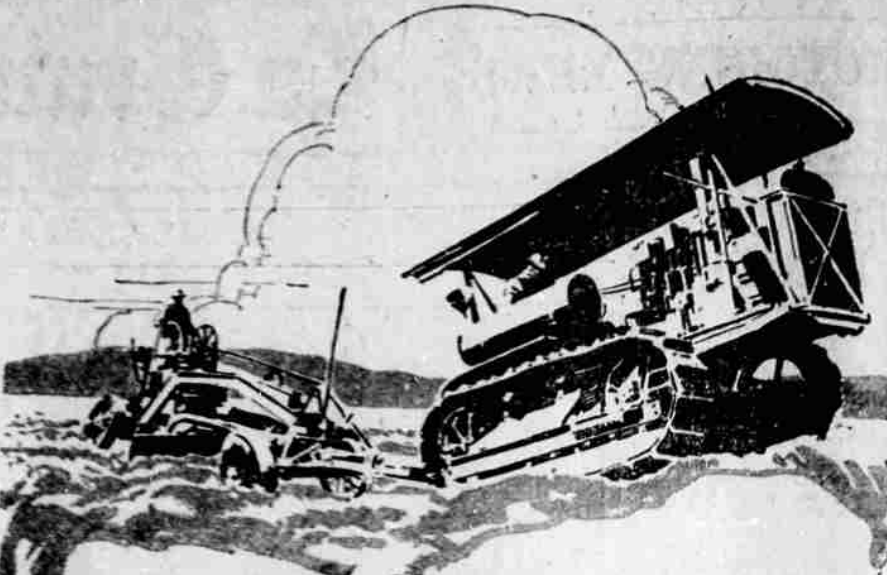
E. C. Gettings of the Gettings & Hanks garage, was here Thursday on business.

Inventory Men Here—

Ted Hubbard and Hart Burnett, of Seattle, were business visitors during the week at the Western Auto Supply company, doing business with C. L. Kendall, La Grande manager. Mr. Hubbard and Mr. Burnett are of the supply company's inventory crew and are from Seattle.

EVERY HOUSE HAS COCOONS

SEATTLE—More than 100,000 households in chosen (Koreans) raised spring silkworms last year on about 215,000 households raised summer and autumn silkworms. They produced about 14,000 pounds of cocoons.



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LOOK OVER OUR WANT ADS FOR BARGAINS

PERFORMANCE

as different as the car itself

Were greater beauty their only advantage, the new engineering principles of Dodge Brothers Victory Six would still be epochal and revolutionary.

Were greater safety The Victory's only advantage, it would still command the gratitude of a life-loving world.

Were greater economy its paramount feature, the fact would still remain that The Victory has made possible 21 miles per gallon at 25 miles per hour FOR A SIX.

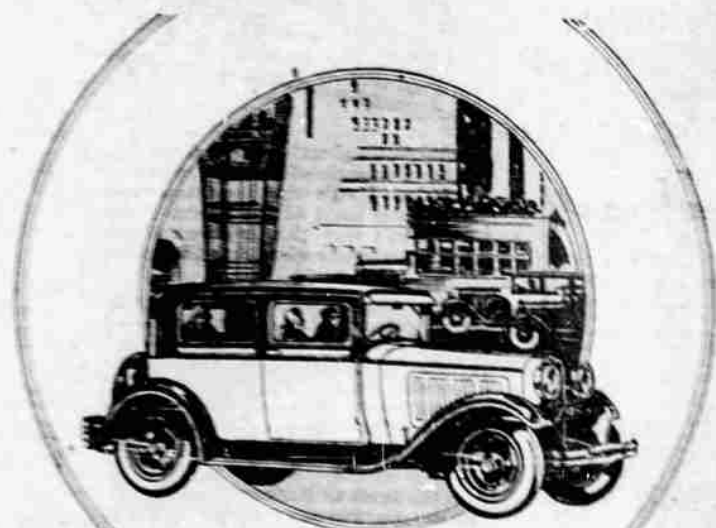
But these are incidental to the basic Victory achievement. You must DRIVE the car to know about that!

Victory design is unlike that of any other vehicle in the world—and Victory performance is equally radical and remarkable.

To examine the one and experience the other will prove an event that we urge you not to postpone.

L. C. SMITH

5th and Depot Phone 175-J



\$1095

Broughton, F. O. B. Dealer

Turn in the Dodge Brothers Radio Program every Thursday night, 9 to 10:30 (Pacific Time, NBC Pacific Coast Network)

The VICTORY SIX

DODGE BROTHERS, INC.

THE SENIOR SIX AND AMERICA'S FASTEST FOUR ALSO ON DISPLAY

CHRYSLER



ONLY in Chrysler "52," at its new low prices of \$670 upwards, can you buy these qualities—

Characteristic Chrysler speed and dash, usable with complete comfort because of unrivaled engine and riding smoothness;

Full-sized, roomy bodies of exceptional fitness;

Smartness and beauty of line and color that set the pace for the industry;

Dependability and long life that result from a precision of manufacture totally unknown in the building of any other low-priced car;

There you have the smart New Chrysler "52." At its new low prices and sensational values, public preference acclaims it as more than ever the greatest car in the low-priced field. See this great car and ask for a demonstration.

Sensational New Lower Prices

2-door Sedan, \$670; Coupe, \$670; Roadster, with rumble seat, \$670; Touring, \$695; 4-door Sedan, \$720; Deluxe Coupe, with rumble seat, \$750; Deluxe Sedan, \$790.

All prices f.o.b. Detroit, subject to current Federal value tax. Chrysler dealers are in position to extend the guarantee of 100,000 miles.

WEEKS & BUCHANAN

A Change of Oil

at 500 Miles Is Better Than a Change Now and Then

You can save money by waiting until your speedometer shows 500 miles before changing oil.



LA GRANDE FILLING STATION KUHN & ZWEIFEL Corner Jefferson and Hemlock on Wallawa Highway



He's One Jump Ahead Because—

He has installed a new set of QUALITY RINGS backed by a set of RAMCO INNER RINGS to give more compression and take out that piston slap.

AND— He didn't forget to put in a new set of Thompson Valves. He bought them from

THE Jack Allen Supply Co. R. A. FARNAM, Mgr. PENDLETON LA GRANDE La Grande Branch cor. Adams & Elm

When you pay \$1195 for a car you're entitled to BUICK Quality



Model 115 Buick Roadster, 1928. Buick Motor Cars, Inc., Flint, Mich.



Model 115 Buick Roadster, 1928. Buick Motor Cars, Inc., Flint, Mich.



Model 115 Buick Roadster, 1928. Buick Motor Cars, Inc., Flint, Mich.

When you spend as much as \$1195 for a motor car, you're entitled to Buick quality—Buick luxury—and Buick reliability—

—you're entitled to all that the Buick name stands for in beauty, performance, stamina and long life.

Three of Buick's 16 models sell for only \$1195 f. o. b. factory. And they are Buicks through and through—for the same high standards of quality and workmanship are maintained throughout the Buick line.

All Buicks are powered by the famous Buick six-cylinder Valve-in-Head engine.

All have Buick's many remarkable features—such as the sealed chassis, torque-tube-drive, mechanical four-wheel brakes and Lovejoy hydraulic shock absorbers—

All give unrivaled value—the result of Buick's unrivaled volume-production.

If you expect to pay in the neighborhood of \$1195 for your car, see Buick—and you'll see at once that Buick is the car to buy.

SEDANS \$1195 to \$1895 • COUPES \$1195 to \$1850 SPORT MODELS \$1195 to \$1525

(All prices f.o.b. Flint, Mich., government tax on top. Buick Motor Cars, Inc., Flint, Mich.)

BUICK

M. J. GOSS Adams and Fir

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM