

TWO HOLD SPECIAL NEW CAR SHOWING

CONSTRUCTION STARTING ON STATE SHOPS

Permanent Location of Buildings Here Means Much to La Grande

PAYROLL AMOUNTS TO LARGE FIGURE

This City Will Serve as a Center of Large Part of East Oregon in Highway Projects.

With the construction of the Oregon state highway department's shops and office buildings in La Grande the headquarters for the La Grande division of the state highway system is permanently established here.

In addition to the shops payroll there are seven or eight employees in the division office. All workmen employed in this division are paid through the highway office here.

Work on the new highway shops has already started. There will be five buildings on the grounds—the shops building, an office building, a service building, a storage building and a garage.

According to present plans practically all new equipment will be installed in the new shop. Very little of the machinery in use in the present highway shop will be moved.

Largest in State The shops here will be the largest branch shops in the state and will handle more equipment than any other shop.

Maintenance Program The maintenance program in this division during the year calls for the expenditure of \$725,000, including oiling and snow removal work.

People Learning More and More Of the Advantages Of Automobile Insurance—To Themselves, Others

The advantages of automobile insurance, in its various forms, is becoming more widely known each year to the motoring public.

As an example of the good business involved in having car insurance, B. A. Benham, manager of the La Grande Investment company, recalls one case in which a local car owner had two accidents.

There has been a movement under way in this state for some time to secure legislation compelling insuring of all automobiles so as to protect both owners and public.

Five Coverages Insurance may be had for every protection in connection with an automobile. The main coverages are offered by all standard companies.

Several Other Types Many other types of coverages are offered, including those to protect holders of contracts on cars from confiscation, etc.

already started. About 29 miles of highway on the Oregon-Washington highway will be oiled during this season's work.

There will be two oiling crews in operation in the division, and plans are to complete the oiling program about Sept. 1.

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which in many cases have exceeded premiums and operating expenses. One local office's loss in collision last year amounted to \$5 per cent of the premiums and, with operating expenses at about 50 per cent, the company lost 35 cents on each \$1 taken in.

Rates Increase Public liability rates increased last December and on April 1 collision rates took a stiff jump.

Charles Reynolds, local insurance man, believes that one cause of the jump in rates is due to a tendency on the part of juries to be too liberal in awarding verdicts in damage suits.

Heavy Losses Discussing heavy losses, one insurance man points out that a certain company received \$12,710 in premiums and paid out \$18,786 in Oregon last year.

Local insurance men estimate that about 50 per cent of the automobiles owners today carry insurance, in some form.

Explains Coverages In explaining briefly the main five coverages offered for automobiles, R. V. Conroy, of the Carr-Copsey Co., Inc., says that public liability protects the driver from lawsuits.

Resale Values Then there is another thing to be considered, dealers point out, the resale value of a car.

OLD GUARD REMAINS BERLIN — The Hohenzollerns have been out for ten years, but old regime officials still hold most of the offices.

DEER IS SHEPHERD CLOVER POINT, Minn.—A deer that wandered to the farm of J. W. Stepp remained to become a pet.

USED CARS PROBLEM TO AUTO WORLD

Difficulty Not in Selling New Model, But Disposing of Older One

NUMBER ON HAND HERE NOT GREAT

Dealers Are More Careful in Taking Trade-ins—Many Things Affect the Price of Machines.

The used car situation is the problem confronting the automobile dealer today. The difficulty is not in selling the new car—there is a good demand—but in placing the new car and at a price that will result in a small margin of profit.

One local dealer says that he would have no trouble at all to sell the new cars if he could keep down the number of used cars on hand. He believes that not only is the demand for used cars much less than for new cars, but there is more resistance in selling a used car than a new one—the used car sale requiring much more time and work.

Looks for Improvement He is optimistic, however, and believes that the used car condition will be bettered as soon as the weather changes and becomes brighter.

Government Figures Record Jump of 3 Per Cent in a Single Year WASHINGTON, April 14.—The department of commerce announced that during the four weeks ending March 24, 1928, automobile accidents were responsible for 413 deaths in 77 large cities of the United States.

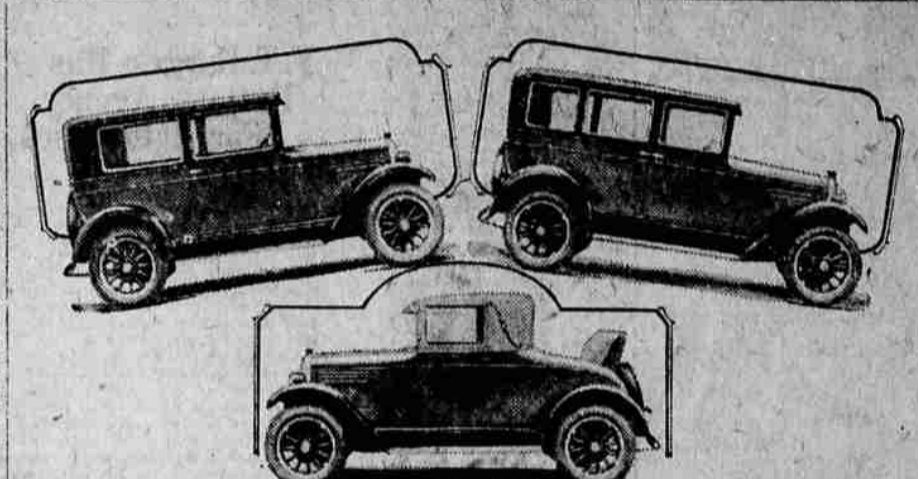
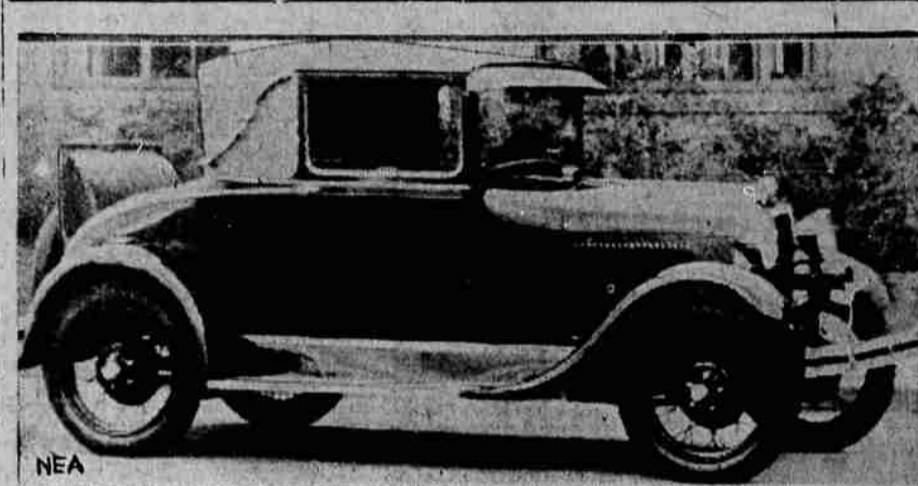
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TWO POPULAR LIGHT CARS



Here are photographs of two of the popular 1928 light cars—the new Ford and the new Whippet. The upper picture shows the new Ford light car, the most popular of the new line.

AUTO MORTALITY RATE INCREASES

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Oregon Motorist's Taxes Increase Much Less Than Nation's Average

The Oregon motorist in 1927 paid one-half per cent more in automobile taxes than he did in 1926, while the average increase for motorists throughout the United States was 16 per cent.

Big Year Looms In Road Building Over the Nation WASHINGTON, Apr. 14.—Road construction in 1928 will at least equal and probably slightly exceed the highest mark recorded in any preceding year.

Colossal Revenues The colossal amount of \$52,829,828.16 was collected from the motorists throughout the United States during 1927 from automobile license fees and gasoline taxes by the various states.

Gas Tax Popular The gasoline tax, which originated in Oregon in 1915, has now been adopted in all but three states. It is popularly, as a means of collecting revenue for highway purposes, is attracted by the fact that it is a direct tax.

Rate Increases For the 52-week periods ending March 24, 1928, and March 25, 1927, the totals for the 77 cities, 482 were respectively, 7,179 and 6,834 which indicate a recent rate of 493 per 100,000 population as against an earlier rate of 21.6 or an increase of 3 per cent in the rate in a single year.

DEALERS TO DEMONSTRATE DURING WEEK

Will Give All Interested Persons a Chance to Test New Models

SPEED AND BEAUTY ARE 1928 FEATURES

Automobile Sales Picking Up with Arrival of Good Motoring Weather Dealers Say

Starting with a parade this afternoon the next seven days will constitute automobile week in La Grande, the automobile edition of "The Observer" this afternoon heralding special showings by all dealers and special demonstrations throughout the next week.

Fully Equipped Dealers make a particular point of the fact that practically all the models this year are completely equipped at the quoted delivered price.

More and More Speed While 50 miles per hour was considered a tremendous rate a few years ago, now practically every car manufactured claims 60 miles or better—the dealer proves his claim to you on the road with an ease that is astounding.

Four-Wheel Brakes Universal Another feature that will be brought out in the demonstrations is the universal use this year of four-wheel brakes. These became popular equipment on some cars three years ago and have been improved and perfected by all manufacturers until they are standard equipment on all cars.

Highways Costly If in Poor Shape WASHINGTON—Motor travel is increasing every year, according to the American Road Builders' association, which of course credits the increase to better highways.

More Funds Available Funds estimated as available for expenditure during the year by the state highway departments are about 25 per cent greater in total amount than similar estimates indicated at the beginning of last season.

First Business Man: Own your wife have enough mechanical ability to drive a car? Second Business Man: No she merely furnishes the executive ability.