

\$65,000 IN CARS IN PARADE HERE

Last Saturday's Display of New Models Followed by Demonstrations

When 55 new 1928 model automobiles appeared in La Grande last Saturday afternoon in a successful auto "spring style show" parade...

The latest models in many standard automobiles appeared in the interesting parade, which had as features several old-time models that added to the enjoyment of the dealer's affair.

This entire week has been devoted to the display of models and special demonstration work. The co-operative display idea seems to have had a generally enthusiastic

reception from the public, according to dealers who agreed today that the parade was a successful innovation. When the check on prices, revealing the total figure was made, a careful listing of the prices, on delivery, of all models shown was figured by The Observer. It follows, with the cars in order of their appearance in the parade, made by drawing lots.

- Delivery Prices Chevrolet: coach, \$724, coupe, \$744, sedan, \$826, Cabriolet, \$816, Imperial, \$587, ton truck with cab, \$745; Dodge: senior sedan \$1850, Victory sedan deluxe, \$1320, standard Victory sedan, \$1220, Victory brougham, coupe, \$1220, standard sedan, \$1110, standard coupe, \$1080, Graham truck, \$1200; Willys-Knight: standard sedan \$1345, special sedan \$1724, Whippet four coach, \$616, cabriolet coupe, \$711, Whippet six coach \$573; Chrysler: landau 62 sedan \$1525, 62 coupe with rumble, \$1425, 52 landau sedan \$1010, 52 coupe \$585, 72 crown sedan \$2155; Ford: roadster, fully equipped \$549, two-door \$660, sport coupe, \$715, phaeton, \$550; Buick: coupe \$1474, standard sedan, \$1554, master Buick town brougham \$1920; Packard: sedan six club sedan \$3027, Packard sedan standard six \$2597; Studebaker: dictator, \$1555, commander,

Selects Spring Outfit



"In the spring the auto's fancy"—accessories and seat covers come into view, as evidenced by the above photo, showing that the car as well as its owner may have a new spring outfit. A Western Auto Supply Company salesman assists a fair motorist in selecting a set of seat covers that add a touch of summer to the car and protect the upholstery from the summer sun as well.

Highway Damage In California Is Not So Serious As Was Expected

SACRAMENTO—After passing through one of the heaviest spring storms in history, northern California today finds damage to highways and traffic is less than was feared, state highway commission men say.

The greatest interruption to motor traffic affecting the Sacramento district and the east side of the Sacramento valley came when the American river flooded the highway between Sacramento and North Sacramento, and carried out the small detour bridge used in entering North Sacramento after crossing the Garden highway bridge.

This, with the temporary closing of the H street and M street roads to Folsom and Fair Oaks made it necessary for much traffic to detour by way of Florin and Folsom.

Bridge Damaged A serious interruption to Garden highway traffic came with the destruction of miles of the concrete concrete culverts over the Feather river at Nicolaus. The wooden bridge spanning the river proper was weakened, stopping all traffic.

The state highway system suffered nominal damage in the opinion of T. H. Dennis, highway engineer.

Woman Driver In Oregon Cautious; Few in Wrecks

Information on traffic accidents received by the Oregon State Motor association indicates that women drivers have fewer accidents than do men drivers.

From a study of the traffic accidents in the District of Columbia it was found that of all the persons licensed to operate automobiles 35 per cent were men and 15 per cent women. Of the 22 fatal accidents in the District of Columbia in 1927, 21.6 per cent involved men drivers and 2.4 per cent women drivers. The drivers in 6 per cent of the fatal accidents were unidentified.

In California a study of 1926 fatal vehicle accidents showed that men drivers were involved in 210 cases and women in 46. Forty-four of the cases studied were hit-and-run cases so that the driver was not identified.

The California traffic authorities estimate that 20 per cent of those holding drivers' licenses are women. On this basis women numbering only one-fifth of the automobile drivers of the state are involved in less than 5 per cent of the fatal accidents.

MUST HONK HORN IN PASSING CAR

Washington Court Says Negligent Driver Is Responsible for Wreck

That an automobile driver who fails to sound his horn in passing another car is negligent and liable for any accident that may be caused by his act, is a recent decision by the supreme court of the state of Washington and one of great importance to motorists all over the country, according to a report of the legal department of the Oregon State Motor association.

Although this particular question has not been decided in Oregon, the sound prediction is that the Oregon courts would take the same position. It is pointed out that the Oregon law reads: "The driver of an overtaking motor vehicle not within a business or residence district shall give audible warning with his horn or other warning device before passing or attempting to pass a vehicle proceeding in the same direction."

In the Washington case the driver upon whom the liability was placed for the accident had just started to pass the car ahead when it turned to the center of the road.

Attention is also called to the highway regulation in Oregon to the effect that it is the duty of the overtaking car to give way when the signal is given.

Athens northward to Bucharest, Rumania, was a LaSalle phaeton piloted recently by Louis de La Garde, managing director of General Motors Near East, S. A., over highways never intended for gasoline vehicles.

Although road conditions were terrible—"the worst for driving I have ever encountered in my life," writes Mr. de La Garde—the car arrived in Bucharest in perfect condition, without one single adjustment having had to be made. The trip was made through Greece, Czechoslovakia and Bulgaria into Rumania, passing through the cities of Lania, Larissa, Saloniki, Strumitza, Radomir, Sofia, Plevna, Rusechuk and Guirgoevo, and most of the roads were mere mule trails and narrow mountain passes.

Average Costs Of Auto Parts Are Decreasing

Significant of the quality of materials and care of building that go into the finer present day automobiles is a statement of average costs of parts replacements on Studebaker cars, made known here yesterday by M. J. Goss, local Studebaker-Baskins dealer.

According to Mr. Goss, there has been a reduction of more than 50 per cent in the per car factory parts sales for Studebaker cars in the past seven years. In 1921 factory repair parts sales for Studebakers averaged only \$15.72 per car in operation. But in 1927 this average was reduced to \$7.32 per car in operation. The figures given represent an average for Studebaker repair parts sales all over the world.

Table showing decline of parts costs, followed by Year and Cost per Car. 1921: \$15.72, 1922: \$12.41, 1923: \$12.28, 1924: \$11.18, 1925: \$9.74, 1926: \$8.64, 1927: \$7.32

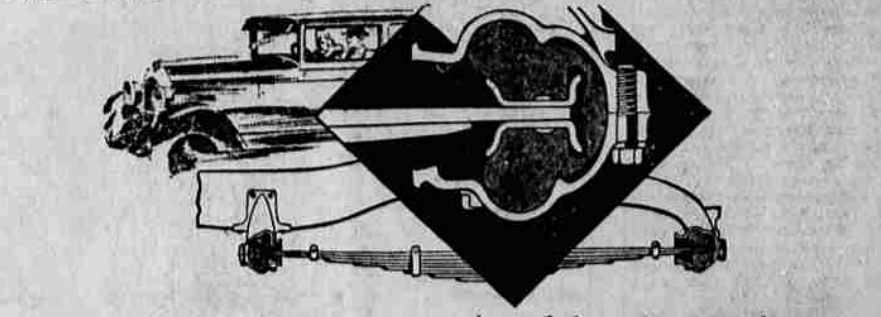
"It is interesting to note," Mr. Goss points out, "that during 1927, when parts costs were reduced to a minimum, Studebaker stock cars won world records for speed and endurance. Three Studebaker Commodore strictly stock cars in every respect, each traveled 25,000 miles in less than 25,000 minutes. Nothing else on earth ever ran so far so fast."

American Car Makes Hard Europe Trip

Opportunities for new pioneering achievements by the motor car are continually bobbing up—and with the necessity of passing beyond the frontiers of civilization.

From the very center of ancient Greek culture comes the story of the latest conquest. The first automobile ever to be driven from

NOW RUBBER SHOCK INSULATORS ADDED TO GREAT NEW CHRYSLER '62'



at New Lower Prices—\$1065 and upwards—Same Luxury Features as Famous '72' and Imperial '80'

CHRYSLER now adds rubber shock insulators to the Great New Chrysler '62.' And at no increase in price! For the first time this great engineering feature is included in a car selling at \$1065.

Thus Chrysler becomes the one manufacturer to offer a complete line of six-cylinder models—'62,' '72' and 112 h.p. Imperial '80'—priced from \$1065 to \$3495, giving the entirely new and modern conception of riding ease and quiet that only this specially engineered device can provide.

Floating in space—with not the slightest sense of mechanical effort—is the effect to which these rubber shock insulators contribute. Gone are all the road shocks and road sounds. Gone are all the squeaks and rattles. Gone is the need of the greater part of chassis lubrication.

Weeks & Buchanan

Leads off first and holds its lead

More horsepower per pound than any other car in its class, gives the Victory an advantage which its rivals simply cannot hope to compete with.

It leads off first and holds its lead—and when the hills are reached all attempts to follow the Victory abruptly end.

Rakish, rugged, roomy—and the fastest car in its class! Drive it and prove it!

\$1095 4-DOOR SEDAN, F. O. B. DETROIT

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

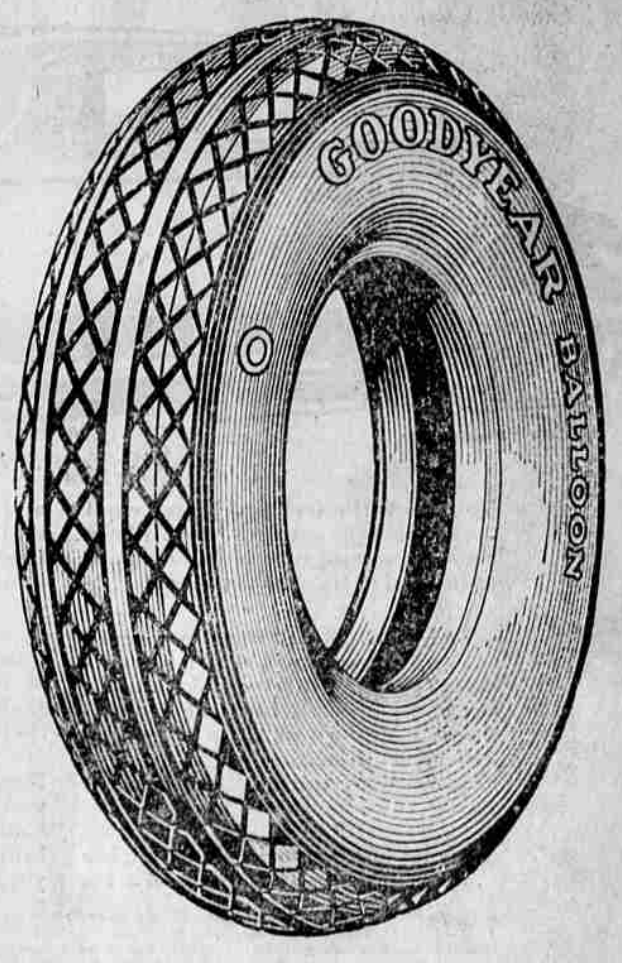
L. C. SMITH 5th and Depot

The VICTORY SIX BY DODGE BROTHERS

ALSO THE STANDARD SIX \$875 TO \$970 AND THE SENIOR SIX \$1570 TO \$1770

"No More Cheap Tires For Me"

These are the exact words of a man who bought two tires in our store this week. This man operates two cars and one truck—he had used Goodyears before—but had been lured away temporarily—the fancy words and cheaper prices found in advertisements of off brand tires got him once. This is his argument "Why save 25% on first cost and get only half the mileage?"



GOODYEAR

"The Greatest Name in Rubber"

More People Ride on Goodyears than Any Other Kind of Tire. Easy Terms—Pay As You Ride

W. H. Bohnenkamp Co.