

TRAFFIC CRUSADE REDUCES WRECKS

Large Oil Company Lessens Number of Accidents by Own Method

"Big Business" has provided story writers with many a plot and incident to illustrate efficiency. And if you ask the California State Motor Vehicle Department, they'll verify this one.

A large oil company with some twelve thousand employees, nearly every one of which operates an automobile, discovered that it was having too many accidents. Perhaps it was the 2,500 company-owned cars which interested the company officials but this firm decided it could reduce accidents to its employees' cars as well as its own.

Pondering the question, the oil

firm concluded that the men who knew more about accidents than anybody else would be the traffic officers.

Did they have any ideas? They did. They were full of ideas—not cranky notions either—ideas that they thought would work with the whole population if put into practice.

The oil company listened. Then it appointed a central committee of three employees. Sub-committees sprang up in division offices, safety meetings were held among employees. It became the duty of every employee to avoid accidents as part of his work! Truck drivers were taught to pull out of traffic before stopping; to delay themselves rather than others. Every-thing practiced carefully and alertly. Obeying speed and traffic rules was part of one's job; and no one wanted to fall down on a job!

It worked just like the traffic chiefs thought it would. In three months, accidents were down 25 per cent and showing signs of disappearing altogether. What was

Special Springs Are Feature Of New Ford Model

No feature of the new Ford car has been the subject of more enthusiastic approval than its riding qualities. To persons accustomed to riding in a car in the so-called light or medium weight class, the degree to which the Model A absorbs and resists side sway is little short of unbelievable.

It is possible to explain the new car's efficiency in these respects in a simple, non-technical way. The transverse semi-elliptic springs of the Model A are heavier, stronger, and more flexible than those used on any previous Ford car.

One of the chief essentials in riding comfort is a high proportion of spring weight and a low proportion of unsprung weight. Spring weight is all the weight suspended by the flexible ends of the springs; unsprung weight is the dead weight below those flexible places. It is only fair to tell you that it is the Shell company—"at" on every accident case. And it isn't healthy to trust the tender mercies of one's fellow-employees if the accident is caused by reckless driving or something of the sort.

"Our effort to reduce accidents," confirms a Shell official, "is just good business. We save on insurance and gain public good will and help out driving conditions—why shouldn't we be interested?" And after all, why shouldn't they?

ends. It follows that the higher the proportion of unsprung weight, the more powerful and violent will be the road shocks delivered against the frame, body, and motor of the car; and the more difficult to absorb.

Semi-elliptic springs rest on their middle, or heaviest and thickest portions, below the line of spring weight. Thus the weightiest sections of the springs themselves form part of the unsprung weight, adding to the size of the hammer and the power of the blows dealt by the highway against the body, frame and motor of the car.

In addition to the special spring design, the Model A Ford has as standard equipment a very fine type of hydraulic shock absorbers which add materially to the smooth riding qualities of the car.

DEALERS CHECK ON AUTO BUYERS

By New Service

SAN FRANCISCO, Aug. 11.—The Motor Car Dealers' association of this city is checking up on automobile buyers.

An elaborate system of indexing which contains a complete record of all time sales is supplied each member. In the index is a record of repurchases made since July 1 of last year—1,432 cars are so listed.

Twenty-two per cent of the total number of repurchases were on new cars; the remaining 78 per cent were on used cars.

COOLIDGE OUT AFTER BASS, says a newspaper headline. We often have felt like chasing some of those singers ourselves.

GARAGE GOSSIP

Buyer's Sedan—
Ray Winters is driving a new Plymouth Chrysler sedan which was purchased from L. W. Weeks, Chrysler dealer here.

In Wallawa County—
L. W. Weeks made a business trip to Wallawa county Friday in the interests of Chrysler business.

Went to Union—
Joe Ross and Guy Bradshaw, salesmen at the Gettings & Hanks garage, were business visitors at Union Friday. Gettings & Hanks are dealers for Willys-Overland.

Expect Essences—
E. L. Ledbetter, Hudson-Knox dealer here, announced today that he is expecting a carload of new cars next week. The shipment will include three Essences, two sedans, one coupe and a Hudson 118 sedan.

Fords Coming Today—
A carload of five new Fords was expected to arrive some time today. W. C. Perkins, Ford dealer here, said.

Here From Pendleton—
H. G. Peterson, territory distributor for Oakland-Pontiac, spent a day early this week in La Grande with Jennings & Shumate.

Stopped Here—
R. D. Staples, Ford dealer at Ontario, stopped in La Grande Thursday on his way home from Pendleton where he went to get a new Ford. He called at the Perkins Motor company.

Ill Friday—
Vern Jennings, of Jennings & Shumate, Oakland-Pontiac dealers, was unable to be at work Friday because of illness.

Will Get Trucks—
"I was assured, when I called at the zone office Monday, that we will be able to get Chevrolet trucks regularly right along now," said E. R. Morris, factory representative for the Chevrolet company who makes his headquarters here. Mr. Morris explained that there has been a heavy demand for the trucks in the summer season and that there has been difficulty keeping them in stock. "Mr. Richmond, our zone manager assured me that we will be getting the trucks within a very short time," he added.

Unload Nash Cars—
The McKennon Nash company unloaded a consignment of new Nash models yesterday. The carload included three standard models and one advanced model, the latter being sold to Mrs. Lloyd Serber.

WHEEL IN A WHEEL REDUCES SHOCK

By New Service
BALTIMORE, Aug. 11.—A wheel within a wheel, with a pneumatic tire separating them, is the invention of Schuyler C. Hatfield. It reduces shocks and makes more comfort in automobile driving, he contends.

The outer rim of the dual wheel can be equipped with a solid rubber tire which will eliminate punctures and blowouts. The inside tire is a heavy rubber fabric, requiring very little air. The wheel can be adapted for automobile, street car and airplane use.

When the politicians take up farm relief, some measures ought to be adopted in behalf of the young men who have to rise at 4 a. m. to feed the ducks after being out with the chickens until 2:45.



Local Brake Expert Says:

I CAN give you a safer job with RUSCO Brake Lining, because it holds in wet weather just as well as in dry. I use special mechanical equipment to insure proper riveting of the lining to the brake hands and proper countersinking of the rivet heads. For smooth, easy, powerful, safe stopping, have your brakes relined with RUSCO.

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You'll notice it first when you settle yourself comfortably into the deep-cushioned, form-fitting seat and stretch your legs in its roomy interior. You'll be still more deeply impressed when you take a drive and discover how its four Lovejoy hydraulic shock absorbers transform even the roughest roads into smooth-riding boulevards. And you'll appreciate the complete restfulness—the final touch of fine-car luxury—which results from a rubber-cushioned chassis, a silenced interior and a new, vibrationless 55-horsepower engine. Come drive the car that thousands are buying. Find out what a difference real comfort makes!

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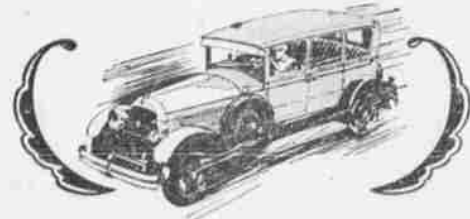


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It has the track-type traction to make that power effective.
—Power, without slippage losses, where the farmer wants it, and when he wants it.
—Power, and sure-footedness for rough ground, mud, sand, side hills, steep grades.
—Power, effective for pulling without packing. Every farmer wants . . . and needs . . . effective power.

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98 official records for speed and stamina prove the merit of these new STUDEBAKERS

Drive the New Studebakers—then you will realize why Studebaker holds more official stock car records than all others combined, including the greatest record for sustained speed in the history of transportation—25,000 miles in less than 23,000 consecutive minutes.

Drive Before You Buy!

This remarkable performance is yours to command. You will thrill not only to excess power, easy steering and brakes which have double the efficiency accepted as standard—but also to the unusual riding comfort resulting from Studebaker's exclusive ball bearing spring shackles—the greatest advance in rest-

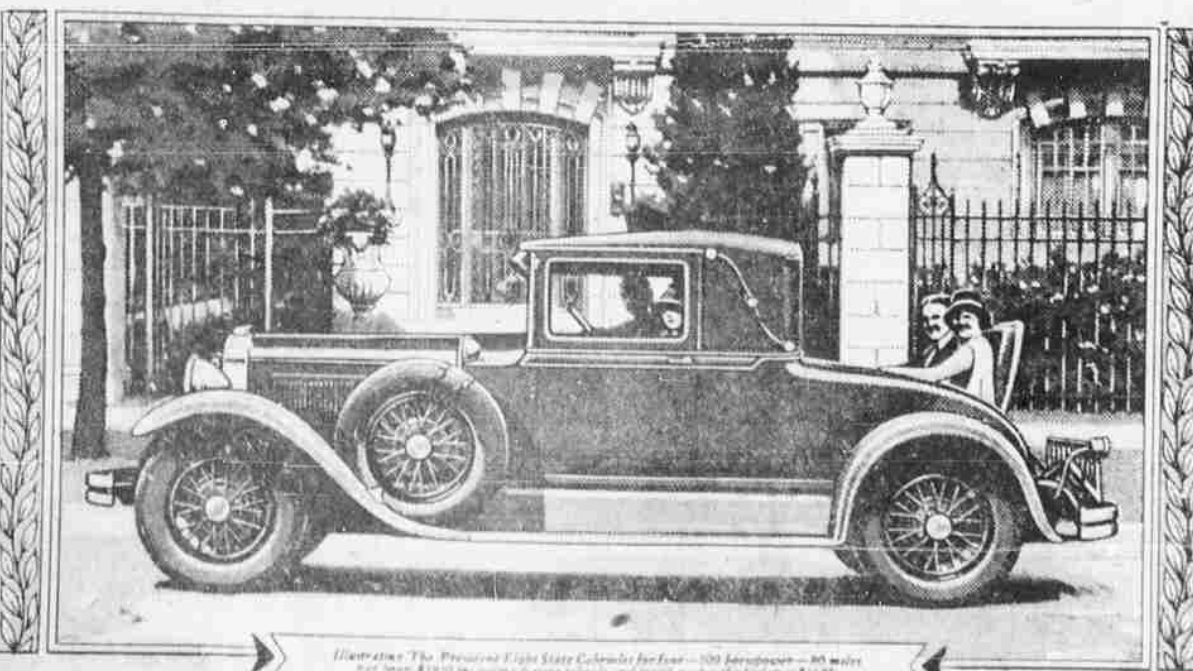
ful riding since balloon tires. Lubricant for upwards of 20,000 miles is sealed in each shackle—a vast advance over any other system of chassis lubrication.

You will know after your ride why Studebaker sales have increased every month for eleven consecutive months—even when sales for the industry as a whole were less.

The New Studebaker \$1685 PRESIDENT EIGHT

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