

AUTO MAKERS DO MUCH FOR SPEED

Demands of Age are Met by Manufacturers, Willys-Overland Head Says

By L. A. Miller President Willys-Overland Co. This is an age of speed. Today more than ever before...

This widespread desire for speed is nowhere better reflected than in the manner in which automobile manufacturers have been forced to build speed and power into their products...

The Willys-Overland company has taken heed of this nationwide demand for speed. Our new Willys six has had built into it an exceptional power plant...

Once it sufficed for a manufacturer of a car in the price range of the new Willys six to build an automobile with a top speed of 55 miles an hour...

Willys-Overland engineers in turning out the new Willys six took into account the fact that the motor buying public wants beauty of line, smart finishings, adequate fittings and equipment with roomy interiors...

I feel that the automobile manufacturers are doing their part in supplying rapid transportation to the public. However, speed cars will be useless if they are forced to travel great distances on badly congested highways with frequent interruptions...

URGE MOTORISTS TO BE CAREFUL

Travelers are Asked to Help in Reducing Menace of Forest Fires.

PORTLAND, Feb. 15.—Enlisting the support of organized motorists in the government's efforts to combat the growing menace of forest fires caused by lighted cigars and cigarettes thrown from vehicles...

Urging that immediate steps be taken to educate the traveling public to the importance of protecting national resources, Secretary Hyde addressed the following message to the American Automobile association...

"The American Automobile association and its affiliated organizations are taking an active and gratifying interest in travel by air as well as on the roads, Mr. Hyde declared. 'I am writing to you to request the co-operation of the association and its members in reducing fire hazard to our forests that grows out of the careless disposal of burning cigars and cigarettes.'"

"The forest service, as you probably know, has been striving for years to induce motorists to make sure that cigarette butts are extinguished before throwing them away. Careless disposal of burning cigars and cigarettes from airplanes would introduce one factor that would make forest fires from such sources worse than those that grow out of similar carelessness by motorists driving on the highways...

"Prevention of fires in forests is a matter of such high importance that this department urges all motorists and flyers to exercise self-control and to adopt safe practices which will minimize the serious annual losses from fires in the forests."

The increase in the number of airplanes now used in commercial aviation has made the fire hazard from lighted tobacco a problem affecting not only forests but wooden structures along airways as well, it is pointed out. Secretary Hyde said that lighted cigarettes and cigars were dropped from altitudes of from 500 to 1,000 feet in a test at a Spokane airport, and six cigarettes and five cigars were recovered. Of these, he asserted, all the cigars and four cigarettes were still burning.

Idaho Plans To Spend a Million On Road System

BOISE, Ida., Feb. 15 (AP)—Governor H. C. Baldrige announced Friday that he will call a special session of the legislature to meet Feb. 24 to consider a proposal to increase the state gasoline tax from 4 to 5 cents a gallon to provide funds for a million dollars highway improvement program.

Decision to issue the call within the next few days was reached after a conference here with more than two score legislators.

An extension of the improvement program, contemplating expenditure of \$10,000 within six years from funds to be raised through sale of tax anticipation notes, will be left to the next regular session, the governor said.

KSL And KEX May Get New Channels

WASHINGTON (AP) The radio commission Wednesday announced it was considering changes in the assignment of 17 stations operating on cleared channels. The proposed change would be the most sweeping since the general reallocation in November 1928.

Interference has been caused, the commission said, as a result of the close geographical separation between stations broadcasting on adjacent channels. The suggested changes include: KSL, Salt Lake City, from 1120 to 1090 kilocycles; and KEX, Portland, Oregon, from 1180 to 1170.

Beauty, Speed and Power



New peaks of power, speed and acceleration feature the new Oakland Eight. It is powered with a sturdy, compact, 90-degree V-type eight-cylinder motor employing many new but thoroughly proved principles of design. Shown here is the New Oakland Eight 4-door sedan.

AMERICA LEADS WORLD IN FLYING

Has 10,000 More Miles of Airways Than Germany, in Second Place.

With 39,000 miles of airways in operation in this country at the beginning of 1929, the United States now leads the world in aviation transportation, taking first honors from Germany which has approximately 29,000 miles represented in such projects.

Three years ago scheduled flying operations in this country totaled 4,900,000 miles during the twelve month period; during the first six months of 1929 forty-five air-transport companies were credited with 8,000,000 miles, and at the end of last year it was estimated that the twelve-month period saw 12,000,000 miles of scheduled flying operations.

These facts are contained in a report just prepared by The Texas company, refiners of Texaco petroleum products and which has been taking a leading role in the exploitation of commercial aviation. Data for the report were obtained from the department of commerce and representatives of the company in this country and many foreign countries in which it has petroleum products distribution representatives.

"More than 16,000 miles of airways are illuminated in this country," the Texaco report states, "and transport planes are flying approximately 75,000 miles a day—the equivalent of three times around the world via the equator. While America's air express service now is being operated only over certain designated airways with scheduled stops at eighty-two cities, it is available to all shippers."

"A flat fee of \$5 a package has been introduced for the air express service between New York and Boston, the packages being called for by Western Union messengers for delivery at their destinations four hours later. 'There seems to be little question but what the same fixed fee policy will soon be adopted in other sections of the country.'"

"During the last year, the air express service between the Atlantic and Pacific coasts was so extended and perfected that it is now possible to ship a package from one seaboard in the morning for delivery at a point on the other coast the late afternoon of the next day, the Texaco report discloses. Special built planes equipped with refrigeration facilities also are in use for the delivery of fish from Gulf of Mexico ports to mid-western cities."

"During the last three years American air lines transported 57,341,825 pounds of express," the Texaco report continues. "It said that air service is three times as speedy as rail and in many instances five times as fast. There is no question, however, but what the steamship and train will continue to fill a definite need in transportation as well as the airplane."

In analyzing the various districts in this country as to their commercial air transportation activities, the Texaco report points to the Pacific coast as a place where that development has been unusually rapid and has reached a high state of perfection. Southern California, it is stated, ranks among the leaders as a district where the manufacture of airplanes and airplane equipment has attracted world-wide attention.

"Many records have been made, also, in the transportation of mail between the large cities of the northwest and the southwest, particularly between Los Angeles and San Francisco and Los Angeles and Salt Lake City," the Texaco report adds. "The air mail line between San Francisco and Chicago has been holding the record in the transportation of mail."

Never shift your mouth into high gear until you are sure your brain is turning over.—Boston Beacon.

STATES ADOPT UNIFORM OIL SPECIFICATION

PORTLAND, Ore., Feb. 15 (AP)—Uniform standard specifications for road oils and asphalt were established at a meeting here of state highway engineers of Oregon, Washington, Idaho, Montana and Nevada. Tomorrow the engineers will meet representatives of oil companies to confer with them relative to the practicability of the specification from the standpoint of the companies supplying required products.

The Oregon delegation included R. A. Klein, state highway engineer; L. P. Campbell, equipment engineer and assistant purchasing agent; R. H. Baldoek, maintenance engineer, and N. H. Finkelman, material engineer.

Proof of Wisdom Two fools ran away. One soon discovered he would be better off at home, and returned. Ever since he has been known as a wise man. The other is still running, and still called a fool.—E. W. Howe's Monthly.

Chrysler Gains In January Are More Than Half

January shipments of Chrysler-built passenger cars, trucks, buses and commercial vehicles show an increase of more than 50 per cent over December, with orders calling for still further increases in production in February, according to figures released today.

Retail sales are continuing their steadily progressive gain each week over the previous week's performance, last week's sales to the public of Chrysler products being 18 per cent higher than the week before.

Dodge Brothers' passenger car shipments in January totaled 8,720 units; De Soto, 4,497; Chrysler lines, including the Imperial, "77," "75," and "64," 2,242; Plymouth, 1,596; Dodge trucks, buses and motor coaches, 1,489 and Fargo commercial vehicles, 313.

WOMEN ARE FAR MORE HEROIC THAN MEN—AS ANY SHOE DEALER WILL TELL YOU.

Smaller Wheel, Larger Tire Are Aid to New Ford

While the changes that give new beauty to the Ford are observed chiefly in the bodies of the various types that were introduced the first of the year, the smaller wheel is recognized as an important contribution to the ensemble improvement of body lines as well as an additional degree of comfort and safety.

Observers have noticed that the improved Ford seems to sit closer to the road. This is correct. The center of gravity has been lowered. This has been accomplished largely through reducing the diameter of the wheel from 21 inches to 19 inches. The difference in road clearance is, of course, not correspondingly great since a larger balloon tire is used.

But, when a car's center of gravity is lowered, even slightly, the improvement in comfortable riding qualities and safer operation is magnified beyond the actual dimensional change.

There has been no change in the rear axle ratio, yet the maximum speed of the car is not affected by the smaller wheels. This is because the lesser resistance of the smaller wheels permits the engine to rotate faster, thus maintaining the same maximum speed as with the larger wheels. Likewise, the smaller wheels result in somewhat faster acceleration or pick-up. Even at maximum car speed, however, the engine, which has not been changed, operates at comparatively low speed.

The new steel spoke wheels are of Ford design and manufacture. Except for the smaller size, they parallel the wheel of the earlier model A Ford with the additional advantage that is gained by shortening and therefore strengthening the triangles formed by the placement of spokes from hub to rim. The steel spokes are one quarter of an inch in diameter and are electrically welded with the hub shell and rim. The welding produces a wheel which is one piece, a factor that makes for additional sturdiness and reliability.

Because of this construction, road shocks are not dissipated by the single spoke closest to the obstruction but rather are distributed equally over all of the one-piece structure. The obvious effect of this is an increased resiliency and comfort. None of the other spokes of the Ford wheel cross each other, a feature that makes for easy cleaning.

Lambing Season Rush Nearing In Hot Lake Area

By Mrs. G. W. Wilde (Observer Correspondent) HOT LAKE, Ore. (Special)—Lambing are beginning to arrive among the sheep bands along Catherine creek and bigger and better sheds are being built to take care of the rush that is fast approaching in this section. Along the river in this section will be the scene of much activity for some weeks.

Miss Evelyn Zaugg was taken to the hospital for treatment about a week ago. She hopes to be so much improved that she can return to her home this week.

Miss Alta Lund, a student at La Grande high school, was a guest over the week end at the home of Mr. and Mrs. Grant Wilde.

Mr. and Mrs. John Peterson and daughter Velma spent Friday and Saturday in Baker on a business trip.

Mr. and Mrs. Elmer Jacobs, Cleo and Waldo, of North Powder, and W. D. Hanks and son, Ho, of La Grande, were visitors at the John Peterson ranch Sunday.

Mrs. G. W. Wilde and Allen Wilde were shopping in La Grande Friday of last week.

Ridon Lay spent Wednesday with his cousins Laurel and Dasher Lay where they are feeding stock at the Schwelke place.

Mr. and Mrs. Ernest Kohler have installed a new radio at their home. Miss Evelyn Zaugg returned home Monday at this week from a La Grande hospital and is much improved.

Kenneth Kofford, night clerk at Hot Lake, was stricken with an attack of appendicitis Tuesday and was sent to the hospital for treatment. An operation was performed Tuesday and he is reported to be recovering nicely.

Mr. and Mrs. J. W. Wilde and Alice Wilde were shoppers in La Grande Tuesday.

Deception on Both Sides

Those who advocate annihilation of the Santa Claus myth would destroy the fondest deception in the world, concealment by the parents of the fact that he doesn't exist and concealment by the children of their knowledge that he doesn't, each for the other's pleasure.—Louisville Courier-Journal.

Modern Duty for Jurors

The problem of the average jury is not the law nor the evidence, but to determine who is lying and who isn't.—David Gibson in Loran Journal.

STOP! NOW you can get ALL of the Automobile Insurance You Need in one contract with one institution THE TRAVELERS HARTFORD, CONNECTICUT the largest multiple-life insurance organization in the world and pay for it on EASY TERMS U.S. INVESTMENT CO. O. W. Warnock, Mgr.

now, you can pay as you ride on... GOODYEAR TIRES Good tires are the best insurance against road-side delay and trouble. You can buy insurance "on time" — why not tires? But buy good insurance — Goodyear Tires. SMALL AMOUNT DOWN BALANCE IN WEEKLY PAYMENTS No Delay—No Bother —Get the World's Greatest Tire Come right in and learn at what low cost you can have the old, worn tires on your car replaced by brand new, safe and good-looking Goodyears. The new-type Goodyear All-Weather "Tread Balloon" — the world's greatest tire — is waiting for you. One or a set — just as you like. We also have Goodyear Pathfinder's, the tire for the man who wants the best mileage a small amount of money will buy. When you buy tires "on time" buy the tires that give you exactly the same full value as tires bought for cash, BUY GOODYEAR TIRES—pay only a small down-payment and the balance on easy terms. No longer is there any reason for you to be satisfied with less than the best. Genuine Goodyears — brand-new, fresh tires right from the big Goodyear factories are waiting here for you. You get exactly the same safety, the same economy, the same comfort and peace-of-mind as when you buy Goodyear Tires for cash. Drive over—we have your size. Enjoy the satisfaction of having the best tires you can buy. Bohnenkamp's