

NEW STUDEBAKER CAR ANNOUNCED

"Free Wheeling" New Development, Embodied in New Series of Eights.

Free wheeling, the greatest advance in automotive engineering in 10 years, is announced by the Studebaker corporation in its new series President and Commander Eight, says M. J. Goss, local dealer. In addition these new cars are provided with longer wheelbases, quieter operation, greater smoothness and new and improved body design.

This announcement is of special interest to motorists of La Grande in view of the championship performance of the past President Eight and Commander Eight models which have built up an enviable record of achievements attested by 5 world records. If international records and motor American stock car records than all other makes of cars combined.

Free wheeling, according to the manufacturer, involves a basic engineering principle which its engineers have developed and perfected over a long period of research and testwork. Studebaker is the first American car to offer free wheeling.

New Sensation

Free wheeling, as embodied in the new President and Commander Eight, offers in addition to an entirely new and pleasurable driving sensation a host of engineering advantages not to be found in the conventional car. It is claimed that for example, car momentum never "forces" the engine with that sensation of "plunging up" which is so common in conventional cars which deceleration takes place. At any speed, as soon as pressure is relieved on the accelerator, the engine immediately drops to idling speed while the car continues to glide forward as silently and smoothly as a bird on the wing. Throughout this process the gears are constantly in mesh, leaving the driver in complete control of his car.

Use of the free wheeling principle permits motorists to do things with his car which his first experience seem incredible. It is said. He may shift gears from second to high and from high to second at any speed without touching the clutch. The clutch is necessary only to start and back up.

Free wheeling results in an appreciable saving in gas and oil, because this new principle permits the engine to drop to idling speed as soon as the foot is removed from the accelerator.

Economies Are Effected

Strangely enough, the greatest economies are effected, it is claimed, in heavy traffic and hilly regions where the conventional car makes its greatest demands on gas and oil. Under such conditions free wheeling has resulted in a saving of 12 per cent in gasoline consumption, and 20 per cent in oil.

Free wheeling eliminates the reversal strains thrown on tires, rear axle, universal joints, clutch and transmission of an ordinary car when the foot is lifted suddenly from the throttle. Carbon is also reduced because the engine is never forced by car momentum to pump excess oil and gasoline into the cylinders when decelerating.

Free wheeling renders the car surprisingly quiet at every speed. It adds to safety because it leaves the driver in complete control of his car at all times, allows him to shift gears at any speed and reduces the hazard of skidding. There is no sudden grabbing or severing when the brakes are applied, just a smooth and reassuring drop in speed, as swiftly as need dictates.

When the driver wants to use his engine as a braking medium in descending hills a slight touch on the gear lever takes the car into conventional gear and suspends the free wheeling operation for as long as the driver desires. Even this change does not require the uses of the clutch.

Free wheeling as one of the most significant advances in the American automobile field, is a triumph of that same Studebaker engineering genius which pioneered the popular priced eight, tested it, seasoned it and proved it to the satisfaction of over 100,000 owners until today the whole industry is following the eight cylinder trend inaugurated so successfully by Studebaker three years ago.

Other Improvements

Pat coaching as this new development in toward perfection in automobiles, Studebaker engineers are not satisfied to stop there. Longer wheelbases, roomier bodies, smarter design and a host of additional improvements contribute to an even greater beauty, smoothness and quieter operation.

Wheelbase in both new series has been lengthened. In the large President, wheelbase has been increased from 135 to 138 inches, and in the companion President model from 123 to 126 inches. Wheelbase on the new Commander has been increased from 120 to 124 inches.

Longer wheelbases and lengthened hoods add to the beauty and graceful lowness of the new President and Commander Eight. Roof quarter panels have been added to the new bodies giving a more finished and tailored appearance as well as making the roof appear lower even though there has been no reduction in headroom height.

Power in both of the new series has been increased. In the new President eight, horsepower is increased from 118 to 122. In the new Commander Eight, an increase from 90 to 101 h. p. has been effected.

Engines are all straight eights of L-head type, a design which Studebaker has consistently used. Pistons of Bobbitt's wire ring design, and connecting rods, drop forged from selected steel with shimless bearing habited direct to steel, are balanced and matched in sets for perfect fit. Live rubber engine mountings minimize the transfer of motor vibration to the frame and body.

Both the new President and Commander Eight are equipped with a 8-bearing, masterfully and dynamically balanced crankshaft which adds materially to engine smoothness.

New Highway To Be Opened In August

HOUSTON, Tex. (AP)—A hard-surfaced national highway is being cut through the mountains and mesquites of "Mexican Land."

By the first part of August a 117-mile almost direct route from Laredo, Tex., on the border, to Mexico City is expected to be ready for travel.

The road will touch Monterey, Ciudad Victoria, Pachuca before swinging into Mexico City. From there it will continue southwesterly to Arapulco, a Pacific port.

Three Texas cities—Laredo, Hidalgo and Brownsville—will be the main points of entry.

UNIFORM MOTOR LAWS ARE URGED

National Conference on Street and Highway Safety Makes Report.

WASHINGTON, July 12.—Removal of divergencies in motor traffic laws and regulations between states and cities through the adoption of uniform vehicular laws, ordinances and driving practices, was urged all of the traffic signs, adopted all or parts of the Model Municipal Traffic Ordinance, which provides for regulation of street traffic in cities and towns.

The conference adopted with few important changes the Uniform Vehicle Code sponsored by the second year body adopted in whole or in substantial part by approximately half of the states, while many of the cities have adopted all or parts of the Model Municipal Traffic Ordinance, which provides for regulation of street traffic in cities and towns.

Uniformity Important

The conference pointed out that in many respects, such as rules of the road and the wording and meaning of the laws and ordinances throughout the country is of paramount importance. Acceptance of the principle of uniformity, it was pointed out, will go far toward reducing the toll of death, injuries and traffic accidents, which are on a steady increase.

"The conference said: 'Substantial uniformity is desirable to secure an effective and harmonious system throughout the country and to facilitate understanding by the highway user of the requirements of any state or locality in which he may find himself.'

The code consists of a uniform measure for the registration of motor vehicles; an act for the certification of title and ownership of vehicles; a measure for licensing all drivers of motor vehicles; examination and test as to knowledge of the operating rules and ability to handle a vehicle; a uniform act regulating traffic and driving practices on the highways.

In addition, the conference recommended a standard system of street and highway traffic signs, signals and markings which had been approved by engineering authorities, and covering safety factors, parking rules and driving practices.

The Uniform Code and the Model Ordinance represent the effort of the conference to promote the establishment of adequate agencies for the administration and enforcement of motor laws and regulations, and at the same time, make it easier for the individual motorist to obey the laws and regulations, and for the pedestrian to avoid the danger of accidents.

The Report

The conference in discussing uniform enforcement, said: 'State laws should prescribe a uniform system of enforcement to be applied in part by the state administrative machinery and the state courts and in part by the local authorities. The necessary special traffic control and traffic patrol police should be provided, and the regular police should cooperate in traffic enforcement.'

'Provision should be made for prompt and thorough collection of evidence and investigation of accidents for the proper preparation of the courts or special traffic sessions of general courts, and for traffic violation bureaus with a schedule of penalties for disposing of minor infractions so as to give the courts more time to deal adequately with more serious cases.'

'There should be uniform permanent records of all convictions of traffic violations and traffic accidents, of suspensions and revocations of operators' licenses and refusals to grant licenses; and the exchange of detailed information between jurisdictions as to suspensions and revocations of licenses, and convictions for serious traffic offenses.'

'Neither the traffic officers nor the court judges should receive any fees from the money collected from traffic convictions.'

While it was admitted that the great majority of drivers of motor vehicles—in some cities as high as 80 per cent—were never involved in serious traffic offenses, yet the need of education among those who are charged with offenses, and of instilling public respect in general for the laws and regulations, was pointed out by the conference.

'On this point the conference said: 'The courts, the prosecuting attorneys and the police through vigorous enforcement and even-handed treatment of offenders should instill in the public respect for the traffic laws and regulations.'

'Public opinion in support of enforcement should be organized through a representative citizens' committee in each locality, forming part of an organized effort of all elements in the community interested in street and highway accident reduction.'

Recommendations Made

Since a large percentage of all traffic accidents and fatalities take place at highway intersections and roadway crossings, the conference had under special recommendations concerning the enforcement of laws and regulations at these points. On this feature the conference said:

'The same consideration should be given to the enforcement of laws and regulations at such points as well as at highway intersections, and elsewhere, as under supervision of such general traffic police.'

'It was pointed out by the members of the committee that in all of the states of the Union, Code and Model Ordinance provisions relating to traffic and driving of pedestrians and other persons and education along the

same line, would unquestionably contribute to a reduction of accidents and injuries among people on foot as well as occupants of motor vehicles.

Substitute Alcohol For Gas In Motors

RIO DE JANEIRO (AP)—Brazil's sugar surplus may be fed to railway motor cars as fuel alcohol.

Successful substitution of the fuel for gasoline, which must be imported, has been made on a railway run from Rio De Janeiro to Soa Paulo.

Alterations were made on the motor cars to consume the alcohol. The fuel consumption was slightly more than with gasoline.

Massachusetts Girls Drive To Pacific Coast

SEATTLE, July 12.—"We couldn't understand them and they couldn't understand us through the Middle West. They loaded us down with silver dollars until our backs were nearly broken. We like your Pacific Coast because the water is wonderful. Thus spoke two comely young ladies of Beverly Farms, Massachusetts, who arrived in Seattle last week in their Chevrolet Six, which they drove 7,500 miles.

These young ladies are Miss Lillian M. Publicover and Miss Louise M. Standley. The latter is secretary of the New England Trust company of Boston and Miss Publicover operates beauty shops in the same city.

"Driving across the country now-days is a simple and very pleasant task," said the New England visitors. "We simply followed the route signs and had no trouble at all. The roads were excellent, although dusty in places and we made from 300 to 400 miles every day. One day we forgot to set our watches back and started an hour earlier than we meant to. On that day we drove 485 miles in the Chevrolet. We passed so many people that we grew accustomed to driving on the left side of the highway. The right hand side seems wrong to us now."

The visitors came West through Oklahoma City through Arizona and Texas and reached the Pacific at Los Angeles. Their trip North included San Francisco, Oakland, Portland and other coast cities. They carried a revolver, but had no occasion to use it. Everyone on the highways was anxious to please and extended every courtesy, the visitors pointed out.

They were unaccustomed to the use of silver money and consequently against their wishes were required to carry many silver dollars. They explained that in Boston, silver is seldom seen and that paper is the standard money used. Being New Englanders, they had some trouble in making their wants known through the South and Middle-West. They were regarded as some type of foreigners, due to their pronounced accent. They, in turn, regarded the Southerners as being un-naturalized, due to the fact that they spoke the queerest language ever encountered. However, after more or less "learning the language" they got along alright.

They crossed the Mojave Desert in mid-day and had no trouble whatever. They carried extra tanks of water and gasoline, but found them entirely unnecessary, they recounted. The heat was quite pronounced, but not at all uncomfortable. The two visitors are now on their way to Boston and figure to put 12,000 miles on the speedometer of their Chevrolet before returning to their homes at Beverly Farms, a North Shore suburb of Boston.

FEW CARS IMPORTED

CHICAGO (AP)—Only 170 foreign cars were imported into the United States last year, while 548,202 American cars were exported, according to the Chicago Motor club.

FORD LEADS FIELD IN NUMBER OF NEW CARS

Ford passenger cars continue to lead the field in Oregon, according to registration figures made public today.

Up to June 1 there were 5,081 new Ford passenger cars registered. This was 43.1 per cent of the total of all makes of cars.

Balanced Brake System Feature Of Willys Six

TOLEDO, O., July 12.—The modern automobile may possess many admirable and desirable specifications but there are few features which are more sought after by the motorist public than a well balanced braking system, according to the engineering staff of the Willys-Overland company, which has just issued an especially prepared bulletin on the braking equipment used in the new Willys Six.

"A great deal of careful planning and consideration went into the braking equipment of the new Willys Six," this bulletin points out. "We realized full well how important good brakes are to an automobile today, especially so when the automobile is capable of such great speed as is this car. We determined upon duo servo four wheel internal expanding brakes despite the fact that this feature is seldom found on cars in the price class of the Willys Six."

"However, we were fully cognizant of the fact that automobiles today are driven in all kinds of weather and we wanted a braking system which operated as well in wet weather as it did in dry weather. The internal expanding brakes are utterly impervious to wet weather. They cannot become wet and neither dust, rain, mud or dirt may enter them and have a bad effect on the brake lining and, consequently, on the operation of the brakes."

"The four-wheel brakes on the new Willys Six provide the most perfectly balanced braking system available today. They have a total braking area of 148 square inches, which compares favorably with the brakes on cars on many higher priced cars. The brakes themselves are eleven inches. The advantages of the internal expanding brakes over the conventional drum brakes are many and obvious.

"Good brakes are a requisite on the modern high-powered, fast automobile and the brakes on the Willys Six will stop the car in 19 feet, at twenty miles an hour with pedal pressure of only one hundred and twenty pounds, which is considerably less than the average pressure applied by the ordinary motorist. This pedal pressure, it might be pointed out, is but half that applied for an emergency stop.

"Probably the most pleasing feature of these brakes is the fact that a normal application of pressure stops the car quickly but smoothly. There is no jarring, no surging forward of the occupants. The braking movement is balanced, harmonious, and more or less velvet-like. These brakes are easy to use, no trouble to take care of, and the life of the brake lining is far in excess of that used in the external expanding brakes."

MOTORISTS FOOLED BY "ENCHANTED" HILL

TALBOTTON, Ga. (AP)—Georgia's "enchanted" hill, reputed to speed cars up with the motors shut off, actually isn't a hill at all.

What looks like an incline is really a decline, tests with builders' levels show.

The relation of the curvature of the road to the plane of the surrounding landscape creates an optical illusion that makes it look like you're going up when you're going down.

CHRYSLER SIX

CHRYSLER SIX—Only 700 foreign cars were imported into the United States last year, while 548,202 American cars were exported, according to the Chicago Motor club.

"Phantom" Car Is Announced As Chrysler Eight

DETROIT, Mich., July 12.—The "Phantom Car" episode that had Detroit gossipping is now cleared up with an admission by officials of the Chrysler sales corporation that they are the sponsors of the cars no one could identify.

Some time ago, Chrysler officials publicly announced that a new series of cars would be brought out in mid-summer, but they failed to mention whether they would be eights.

Meanwhile, several Detroiters claim they have seen what they believe to be Chrysler eights on Detroit streets, presumably on their way to dealers. They are said to differ widely not only from present Chrysler design, but from any other standard make.

If that is true, something entirely new in appearance has been created for the 1931 Chrysler models. They are said to be extremely low and rakish in appearance, with long sweeping lines and a distinctive frontal area and body design. It seems almost a certainty that both lines of cars will have straight eight power plants, although specifications, horsepower figures and detailed equipment still remain a mystery.

Factory prices on the two lines of eights have been reported in the \$1500 and \$2500 ranges, the former being slightly below the present '77 series, and the latter under the present Imperial price class. So it is reasonable to suppose that the present Imperial and '77 models will yield to new Chrysler eights.

The cars have already made their mark in a series of grueling engineering road tests that always follow exhaustive work in the Chrysler research laboratories, so actual production cars may be expected to represent the last word in performance and design, a fact that has put Chrysler Motors among the three largest producers of motor cars.

Garage Gossip

New Car—T. C. McDonald is the owner of a new Ford car.

Buys New Coupe—Mr. Anson, of Island City, is the owner of a new Durant sport coupe purchased from the Durant Motor company. Other sales of the same company include a sport coupe purchased by Raymond Cannon, of Wallace, a new sport sedan and a new Durant truck sold to Cecil Krage and a new truck bought by O. W. Dickson.

From Oakland—U. S. McCharty, representative of the U. S. L. factory of Oakland with headquarters at Oakland, was in La Grande Friday on business.

Two Cars Received—Two loads of Ford cars were received by the Perkins Motor company this week.

Chrysler Sales—The following car sales were reported by the Larson Chrysler garage this week: A. E. Kinman, of Burns, Ore. purchased a sport coupe. The Oregon Trail garage at Union bought a sport sedan. H. MacHaffrey is the owner of a deluxe sedan another deluxe sedan was sold to J. H. Kilby, a radiator delivery was sold to H. S. Brooks, at 2016 Cedar street.

and Leslie Hinden is the owner of a new coach.

Buys Oldsmobile—Carl A. Anderson has bought a new Oldsmobile coupe from the Oldsmobile Sales company.

Studebaker Eight Sold—W. T. Grider has purchased a new Commander Studebaker eight from M. J. Goss.

Purchased Chrysler—Ralph Girod is the owner of a new

Chrysler six sedan sold by the Chrysler garage. Another Chrysler sale is that of a Chrysler six business coupe to Verne Thompson.

GRANGES TO PICNIC

SALEM, Ore., July 12 (AP)—The annual picnic of the Oregon state Grange will be held at Champong Sunday. Tables for 1000 persons have been reserved for the noon luncheon. Among speakers will be Albert Guff, master of the Washington state Grange, A. Mrs. Woodward of Portland.

land will appear in a dress made and worn over 100 years ago.

ROBBERY OF \$60

PORTLAND, Ore., July 12 (AP)—Frederick F. Pittock, with offices in the Oregonian building, was robbed of \$60 and left locked in his vault yesterday by two fairly well dressed young men who entered offices of the Pittock estate flourishing revolvers.

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The U. S. Peerless is built by the world's largest producer of rubber to give greater mileage and more satisfaction than its price ever afforded before. Its construction includes the exclusive U. S. Web-Cord feature, an extra-thick tread and a patented road-gripping tread design. And now we are offering you this tire at bargain prices! Don't miss this opportunity. Replace worn tires now!

Standard	Heavy Duty
29 x 4.40... \$5.55	30 x 4.50... \$8.25
30 x 4.40... \$6.35	30 x 5.00... \$10.35
30 x 5.00... \$8.15	10 x 5.25... \$10.95
31 x 6.00... \$11.50	31 x 6.00... \$12.80

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You'll be proud of these strikingly handsome new Goodyears, with their deep-cut, extra-thick All-Weather Treads, the outer blocks of which prism down into silver-striped side-walls.

Built for extra mileage, extra road protection, with a 6-ply carcass of patented, shock-absorbing SUPERWEAVE CORD. Only the price is ordinary. Come in and see them!

Here, too!—More people ride on **GOODYEAR** Tires than on any other kind—Ask us to prove why!

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CHRYSLER SIX

A Chrysler for Performance— and a Chrysler for Value

In this low-priced Six, Chrysler offers engineering developments that only a Chrysler can possess, and performance only a Chrysler can boast.

Here is another striking example of the fact that Chrysler performance is far ahead of conventional performance.

Chrysler speed, Chrysler pick-up, Chrysler smoothness, Chrysler flexibility, are things you can know and enjoy only in a Chrysler.

For only a Chrysler has the features, and combinations of features, that give this low-priced Chrysler Six its thrilling ability on the road.

Compare the new Chrysler Six with all other cars near its price in performance, in beauty, in comfort, in everything that contributes to value.

The answer is inevitable. Nothing within hundreds of dollars of the price can compare in value.

NEW CHRYSLER SIX PRICES

Coupe, \$795; Touring, \$835; Royal Coupe, \$835; Roadster, \$835; Royal Sedan, \$845. All prices f. o. b. factory (special equipment extra)

\$795

L. W. WEEKS
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