

LOCAL GARAGE IS REMODELING ITS BUILDING

Overland - Willys-Knight Company Forced to Increase Floor Space

PARTNERS REPORT BUSINESS GROWTH

E. C. Gettings and W. D. Hanks to Place Show Room and Offices in 25 by 60 Annex.

During the three years in business here the Overland-Willys-Knight garage owned by E. C. Gettings and W. D. Hanks has prospered until it has outgrown the present location on Jefferson avenue. At present the building which is owned by those two men is being remodeled and enlarged. The partition between the present garage and the building owned by George H. Lyman on the corner of Jefferson avenue and Fir street is being torn down and a room 25 by 60 feet will be added to the space—66 by 119 feet—already occupied by the garage. The additional space will be used for a showroom and the office will also be housed in the new portion. The room where the office is now located will be used as a paint room for painting used cars.

A new gasoline pump will also be installed as soon as the weather permits. The garage now has two pumps, one of them being leased by the La Grande-Joseph stage line company. The new one will replace one of the old ones.

Will Increase Stock. The stock of parts will also be increased to some extent. Mr. Hanks has already ordered a new shipment which is on its way to La Grande now.

In addition to having part interest in the garage here, Mr. Gettings has owned a garage at Elgin for the past 10 years. Besides managing the garage he is sub-agent for Overland and Willys-Knight automobiles there. Less than two months ago the building where Mr. Gettings was formerly located at Elgin was razed and a modern one constructed. The size of the new building is 66 by 119 feet. When it was opened about five weeks ago it free dancs were given with 700 people present.

Mr. Gettings and Mr. Hanks have been partners in the automo-

W. D. Hanks



W. D. Hanks, a member of the firm of Gettings and Hanks, distributors of Overland and Willys-Knight.

bile business for the past three years. They moved into their present location May 1, 1922. Previous to that time Mr. Hanks was connected with the Union Motor company here for about five years. Mr. Gettings spends most of his time at Elgin managing his garage there and Mr. Hanks handles the work here.

Galloway and Reese were agents for Overland cars for several years before the agency was taken by Gettings and Hanks. They were located where the Overland garage is now. The agency has been in the same location for the past 12 years. The Union Motor company purchased the building from these two men and owned it until Gettings and Hanks bought it from the Union Motor company estate in 1922.

Conduct Repair Shop. Besides being agents for Overland and Willys-Knight automobiles in Union and Walla Walla counties, Mr. Gettings and Mr. Hanks manage a repair shop, service station and a parts department. One parts for Overland and Willys-Knight cars are handled. Automobile accessories, or attachments other than parts, for all makes of cars are carried in stock. Two mechanics are employed in the repair shop. Bill Strong and O. M. Huff. Mr. Strong has been in the Overland service for the past 10 years and is said to be the best Overland mechanic in La Grande. Mr. Huff has been a mechanic here for the past five years and has been with the Overland-Willys-Knight garage for about eight months. Previous to

that time he operated the Keeney garage on Jefferson avenue. Archie Hirthfield assists Mr. Hanks here as salesman. At Enterprise Kenneth Hall is employed as salesman. He is manager of the Hall Motor company there and sells Overland and Willys-Knight cars in connection with managing his garage.

Sales Run High. Gettings and Hanks report the sale of 50 new automobiles, Overland and Willys-Knight, and 52 used cars during the year 1925. Of the 60 new cars sold all were enclosed models with the exception of seven. Mr. Hanks states that he believes that very few open cars will be sold from now on and then they will be for hunting and fishing purposes or something of that nature. "Business and family cars will all be enclosed," Mr. Hanks said.

"During the year 1924, when I ordered a carload of cars, I asked for four open models and one enclosed and I had to work to sell the enclosed model. In 1925 conditions reversed and I ordered four enclosed models and one open. A few of those open models drag through the entire season. Two of them I sold during the last two months," Mr. Hanks stated.

The garage here received 13 carloads of automobiles during the year just past and drove 14 here from Boise.

Overland and Willys-Knight are manufactured in Toledo, Ohio, and the local garage receives all of their cars from there. Twenty-two different models were made by the company last year but this year the number has been decreased until it is now making about 12 different models.

"Before the days of mass cars, I saw we used horse-drawn drives," Mr. Hanks said.

"Yes, and, by dumb, John! It was the horse that had it," Mr. Hanks said.

It is a good plan to keep the radiator as hot as possible during the winter months to save oil. When the radiator is cold, the water circulation around the cylinders causes some of the gasoline to condense and mix with the lubricating oil. This oil soon becomes diluted and must be thrown away. To prevent this difficulty, the radiator water should be run as hot as possible without boiling; especially is it important to warm up the engine quickly when starting in cold weather.

In order for the headlamp to give good light the lens and the reflector must be bright and clean. If the glass or lens in front of the lamp remains clean the reflector will usually stay bright for a long time. If the glass in front of one of the lamps becomes so that water works in on the reflector, it will rust and much expense may be avoided by immediately replacing the lens.

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One Of La Grande's First Automobiles



Above is pictured one of the first automobiles that La Grande could call its own. The owners, Jay Van Buren and Sadie Van Buren, drove this machine here in 1905, the year the picture was taken.

WEEKS' FAITH IN CHRYSLERS CAUSES MOVE

Transfer into Automobile Business Less Than a Month Ago

ROSY FUTURE FOR CAR IN LA GRANDE

Will Take New and More Spacious Quarters for Garage at First Opportunity.

Some men inherit the brand of goods they sell. Some are influenced in their choice by circumstance. Only now and then is it permitted a man to elect a line of stock solely on his personal conviction and without regard to tradition or conventionalities.

L. W. Weeks, who, as soon as he rode in a Chrysler car a few weeks ago knew that he had found an article that he would be proud to represent as a member of the fast-growing, fortunate class.

"I have owned many cars—17 to be exact—but until I rode in a Chrysler, I never knew what an automobile could do," he asserted the other day in explaining his seemingly sudden transfer of business interest from marketing of meats to the distributing of the speed cars.

"The Chrysler car demonstrated to me the very qualities that the American owner demands in his machine. It has speed, for one thing. There isn't a car around here that can pass the Chrysler on the road. It's a dependable automobile. It offers comfort and luxury in riding. And it has real distinctiveness of appearance."

Forecast Big Year. "I figured that the Chrysler is scheduled for a big year. And I decided that I wanted to be the La Grande man who was going to sell it."

Mr. Weeks took over the local agency February 1—less than a month ago. He had never sold automobiles before in his life. Back in Nebraska, before he came west 15 years ago, he handled insurance. That was his business when he came to the valley in 1910, and when he moved to La Grande seven years ago. He was state manager of the Idaho State Life Insurance company for four years.

L. W. Weeks



L. W. Weeks, one of the new distributors in this territory. He sells Chryslers.

and is thoroughly conversant with the different phases of salesmanship.

Circumstances did account, more or less, for his invasion of the meat trade not long ago as a proprietor of the Crescent market. He still retains interest there, although he has withdrawn as an active member of the firm.

Succeeds Leo French. Mr. Weeks succeeded Leo French in the Chrysler agency, the latter having recently transferred to the Baker territory, after only a few months as distributor for the company in La Grande. Before that time, and as far back as there has been a Chrysler car on the market, the agency belonged to the W. H. Holmquist company.

"They received it quite naturally as the successor to the Maxwell, for which they had been representatives for a long period of years."

William Buchanan, who has sold Chryslers from the beginning of their history in 1924, and Tex Knight, who is one of the best automobile salesmen in this vicinity, compose Mr. Weeks' sales force at present.

Hugh Campbell, a Chrysler specialist, is coming from Pendleton to look after the maintenance of cars of that make in the territory.

Garage Move Planned. The Chrysler garage is located temporarily in the Holmquist building, next to the Savoy hotel, on Jefferson avenue. It is to have better quarters just as soon as a favorable location offers itself. Mr.

Weeks stated a few days ago. As soon as possible, he expects to stock a full line of Chrysler parts, and to establish a complete expert servicing department.

There are 35 Chrysler cars owned in Union and Walla Walla counties. Twenty-seven of them were sold within the last six months.

"The outlook is for an exceptionally promising year," La Grande's newest dealer opines, "and we are confident of placing a large number of cars in the territory."

Now in Fifth Place. Looking at the records of the Chrysler as an institution, his hopes seem to be based on a solid foundation. Although only two years in the field, it has already overtaken many of the long-established leaders and is now the fifth largest in manufacture.

During 1924, the introductory year, 33,000 six-cylinder and 27,000 four-cylinder models were delivered from the factory in Detroit. Last year, 137,524 Chrysler cars were sold. Their territory no longer is limited by the boundaries of the United States, for their popularity has spread to England, France and Spain. And "the most American of American cars" is creating the same sensation abroad that it stirred in the land where it was originated to meet the requirements of an automobiling people.

The fact that motorists in two years have invested \$250,000,000 in Chrysler cars indicates the success with which their creator analyzed the public's motor desires.

From Railroad to Cars. No less romantic than the counting career of this two-year-old product is the story of the man behind it.

Walter Chrysler was a railroad man before he went into the Overland company in 1917. After two years he transferred to the Duluth firm. Then in 1922, he took a place in the management of the Maxwell manufacture.

During his first year, he put out what was known as the Good Maxwell. A great improvement over the old Maxwell car, it paved the way for a finer, and entirely distinctive automobile—the Chrysler Six, or, as it is better known, the Chrysler "70."

To replace the Maxwell, which since that time has been out of manufacture, he designed the Chrysler Four. It also assumed a title descriptive of its maximum speed, and came to be called the "45."

Then, with a new perfection and with "totally unexpected attributes in the way of performance," came in 1926 the Chrysler Imperial "40". It is a 92-horse-power machine. And although its advertised speed is 50 miles an hour, its demonstrated snail has surpassed the company's claims for it. Without qualification it bears out Mr.

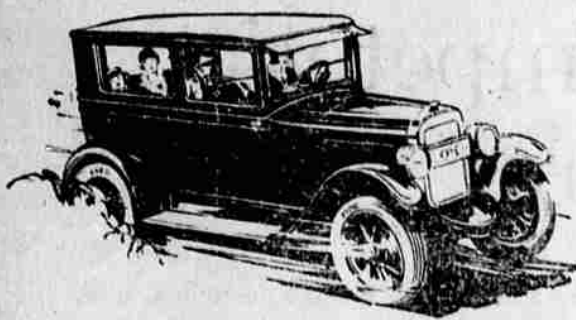
(Continued on Page Eight.)

From \$648 to \$2,600 Delivered!

In All The World No Values Like These!

WHATEVER YOUR PREFERENCE—A FOUR CYLINDER CAR OR A SIX . . . WHATEVER YOUR CHOICE—SEDAN, COUPE-SEDAN, COUPE, ROADSTER, TOURING . . . WHATEVER YOUR NEED—QUALITY AT LEAST COST, OR A CAR EMBODYING THE UTMOST LUXURY EVER BUILT INTO AN AUTOMOBILE . . . IN THE GREAT WILLYS-OVERLAND LINE, YOU WILL FIND WHAT YOU ARE LOOKING FOR—THE WORLD'S GREATEST DOLLAR-FOR-DOLLAR VALUE IN THE CAR YOU WANT—ON THE MOST FAVORABLE TERMS—AT THE PRICE YOU WISH TO PAY.

WILLYS KNIGHT

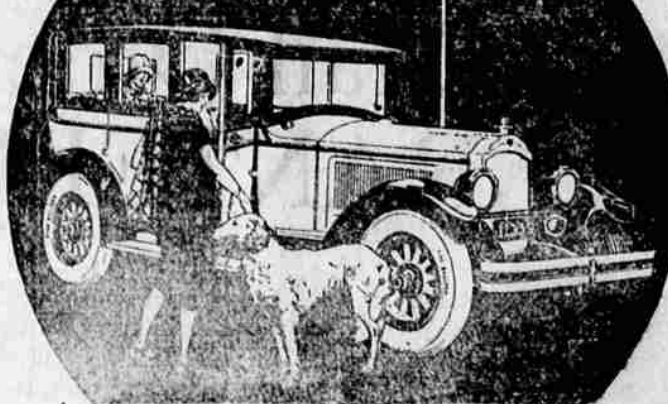


At \$790 Delivered

—the OVERLAND STANDARD 4-CYLINDER SEDAN—a full size, 5-passenger automobile—the world's lowest priced closed car with sliding gear transmission.

At \$890 Delivered

—the OVERLAND 4-DOOR, 4-CYLINDER SEDAN.



At \$1745 Delivered

—the NEW "70" WILLYS-KNIGHT SIX—a sedan of unparalleled efficiency, powered by the patented Knight sleeve-valve engine outperforming anything that ever was built of its size, or type, or class.

At \$2600 Delivered

—the WILLYS-KNIGHT GREAT SIX SEDAN—the car with the greatest performance record in America—an exquisitely beautiful motor car "for those who want the finest"—in equipment and appointments one of America's most luxurious motor cars.



At \$1085 Delivered

—the OVERLAND-SIX STANDARD SEDAN—a car of spectacular beauty, extra luxurious, extra powerful, extra fast. At this price it stands absolutely alone among all popular priced sixes.

At \$1295 Delivered

—the OVERLAND DE LUXE SIX SEDAN.

Cor. Jefferson & Fir Sts.

GETTINGS & HANKS

La Grande, Oregon