

# BIG PRODUCTION IS WILLYS PLAN

## New Equipment Included with Whippet, Now Entering Low Price Field

John N. Willys, president of Willys-Overland Inc., this week dropped the price on the Whippet by a larger margin than has ever been made on a light car by any manufacturer in one move before.

The new price brings the Whippet into direct competition with the lowest priced car on the market and also brings an improved Whippet with added equipment and bodies which enhance its present reputation for beauty.

Mr. Willys announced that the Whippet will be built in quantities never attempted before.

General opinion in the industry is that the light car market is now wide open to the strongest bidder and that quality and performance will set the lead in volume output.

The present Whippet shows a

body design on the enclosed models which incorporates the latest ender type of sun visor, contrasting window reveals which adds materially to the appearance of the body, remote door controls, folding the latest developments in convenience in opening the doors, and entirely new pressed steel fenders wider than hitherto used and of the full crown type.

The headlights have been raised and mounted on a new one-piece cross member adding to the appearance of size.

New equipment includes an automatic windshield wiper, rear vision mirror and stop light at the rear in combination with the rear driving light.

General features, which have characterized Whippet construction in the past, include gasoline tank at the rear with Stewart vacuum feed to the carburetor, semi-elliptic springs, extra large four-wheel brakes, mechanical in type, full pressure feed lubrication with an internal gear pump, larger diameter, heavier crankshaft than is used in any other light car, longer connecting rods to eliminate unusual side thrust at high car speed, shaft driven separation and chain driven timing gears.

The Whippet remains the lowest

## The Steering Gear Broke



This car tried to cross a ravine without using the bridge, after the car's steering gear went askew. After about 40 feet of somersaulting and fancy tumbling the car landed in a creek, but the four passengers weren't hurt. The mishap occurred near Dallas, Tex.

of all light cars. The low swing weight affords unusual road stability at all speeds and over all roads. The interior dimensions of the body are large.

Interior appointments are particularly pleasing with Christian walnut finish on the instrument board, frosted dome light, fine ribbed velvet upholstery and nicked trimmings.

Motor dimensions remain unchanged and the motor develops slightly over double its rated horse-power, it being the only light car power plant in this country in which such power efficiency has been attained.

### Accident Report Longer This Year

Thirty-three questions are to

be asked in the new accident report blanks received by local officers from the secretary of state. The reports must be filed with the county sheriff or at the police station within 24 hours after the accident. The report is a requirement under the 1927 session laws.

The questions on the new form range from names and addresses to the condition of the weather, the roads and traffic at the time of the accident. A diagram showing a number of possible highway conditions is part of the report form and the person making the report is asked to indicate positions of cars involved in the accident.

Some people never seem to reach the age of discretion. They never get old enough to know better.

# BEFORE MEAT

SUNDAY'S PROGRAMS

The National Broadcasting company program for Sunday follows:

5:30 to 6:30, art orchestra; 6:30 to 7:30, Standard symphony hour.

KGO—Oakland (284.4m-780kc) 5:30 to 7:30, N. B. C.; 7:35 to 9, Presbyterian services.

KOMO—Seattle (306m-980kc) 5:30 to 7:30, N. B. C.; 7:30, musical program 5 to 9, Christian Science church services.

KFI—Los Angeles (465.5m-640kc) 5:30 to 7:30, N. B. C.; 8, organ recital; 9, concert orchestra; 10, dance music.

KOA—Denver (325.9m-920kc) 5:30, concert; 6:45, Baptist church service.

KFO—San Francisco (422.3m-710kc) 5:30, N. B. C.; 7:30, organ recital; 8:30 to 10, concert orchestra.

KOIN—Portland (319m-940kc) 6, dinner concert; 7, orchestra; 8, Christian Science church services; 9, musical comedy hour.

KFRC—San Francisco (454.3m-680kc) 5, organ recital; 6, talk by Rabbi Newman; 6:30, orchestra; 10 to 12, dance music.

KEN—Portland (279.5m-1250kc) 6, hotel orchestra; 7:30, Presbyterian church services; 8:30, studio program; 9 to 10, HBSA program.

KJR—Seattle (348.6m-860kc) 6:35, HBSA program; 7:15, organ recital; 7:30, First M. E. church services; 9 to 10:30, concert orchestra.

KFOA—Seattle (447.5m-670kc) 5:30 to 7:30, N. B. C.

KGIA—Spokane (266.7m-1150kc) 7:30, Presbyterian church services.

MONDAY'S PROGRAMS

N. B. C. program; 8 to 9, orchestra program; 10 to 11, Spotlight hour.

KGO—6, dinner concert; 8, N. B. C.; 9, The Pilgrims; 10, N. B. C.

KFI—6:30, colligians; 7, music box hour; 8, N. B. C.; 9, composers hour; 10, N. B. C.

KEN—6:30, children's hour; 7, orchestra; 8, Oregon composers; 9, studio program; 10, Monday night review.

KFO—6:30, concert orchestra; 7, book review; 8, N. B. C.; 9, concert; 10, variety hour.

KFOA—5, special program; 6:30, studio program; 8, N. B. C.; 9, concert; 10, N. B. C.

KJB—6:30, dinner concert; 7:30, studio program; 9, musical program; 10, dance orchestra; 10:30 to 12, "Goody Bird Profile".

KFRC—6:30, sports; 7, Hawaiian; 8, HBSA Monday jamboree; 10, dance music.

KOMO—6:15, orchestra; 8, N. B. C.; 9, orchestra; 10, N. B. C.; 11:45 to 12:30, musical program.

KOA—5:30, dinner concert; 6:30, appreciation program; 7, instrumental program; 7:15, vocal and instrumental music, studio program.

KGA—6, farm school; 6:15, organ concert; 7:15, studio program; 10 to 12, dance music.

## Oldsmobile Has Sales Increase For Last Year

Oldsmobile is one of the few companies that sold more automobiles in 1927 than it sold in 1926, according to reports from Oldsmobile officials. It is pointed out that this gain in sales has been made in a year when the automotive industry as a whole showed a decline estimated at 20 per cent.

This is the third consecutive year that the combined domestic retail sales and exports of Oldsmobile have shown an increase.

Commenting upon this record, I. J. Reuter, president and general manager of the Oldsmobile company said:

"In view of the sales record made by Oldsmobile, during what might be termed an off year in the industry, we are entering 1928 optimistically. Insofar as Oldsmobile is concerned we are confident that 1928 will be a prosperous one."

### NEWEST WANER



Here's Traver Waner, a cousin of Lloyd and Paul Waner, who will try out with the Pittsburgh Pirates next spring. The new Waner is said to be a good major league prospect.

## Chrysler Goes 133,000 Miles In Three Years

A remarkable record of automobile durability is reported to the Chrysler Sales Corporation from Oklahoma City by the owner of a Chrysler "70" sport roadster which has 132,000 miles on its speedometer although it is only three years old. The car according to its owner, "will look good and runs good, and I operate it with the same results as the first year I ran it."

Jack C. Wheeler, the owner, sums up the car's history in this paragraph of a letter to Ferguson H. Olander, Inc., Chrysler distributor at Oklahoma City:

"I have attained a mileage of over 132,000 miles; I am on my tenth set of tires; the roadster is slightly more than three years old; its gasoline consumption averages from 17 to 23 miles per gallon; it was last overhauled early in 1927 at which time it had 100,000 miles to its credit; since then it has been driven 25,000 miles; allowing for everything, it has not cost me more than three cents a mile to operate."

Mr. Wheeler, in this letter, says that he intends to operate his Chrysler until next spring at least, and then will get another Chrysler unless he decides to keep on using the old one.

Try cutting out biscuits in very small rounds, then brushing the top of half of them with a little rich milk and placing the rest on top of these to bake. When cooked these dainty biscuits are attractive in shape and easy to open and butter. Serve them for afternoon tea, or with salad at an evening party.

From statistics gathered by the Oregon State Motor association, the automobile has killed more persons during the last 10 years than were killed in the American forces during the World war.

with new sales records in the offing.

"General optimism prevails regarding the new year. This feeling is conservatively expressed by President Coolidge in his annual message to congress which, in part, reads:

"Stocks of goods are moderate and a wholesome emotion is prevalent. Rates of interest for industry, agriculture and government have been reduced. Savers and investors are providing capital for new construction in industry and public works. The purchasing power of agriculture has increased. If the people maintain that confidence which they are entitled to have in themselves, in each other and in America, a comfortable prosperity will continue."

PUT THE OLD CAR IN CONDITION

Now is the opportune time to put your car in first-class condition for the coming year's run. Your car will no doubt need new rings, valves, and other minor repairs. We carry the following list of parts—and are here to serve you:

Replacement Parts for All Cars

**Factory Distributors Of**

Timken Roller Bearings  
New Departure Ball Bearings  
Emsco Brake Lining  
Champion Spark Plugs  
Federal Tires and Tubes  
Cylinder Head Gaskets  
Clutch Facings  
Hyatt Roller Bearings  
Thompson Silcrome Valves  
Spicer Universal Joints  
A. C. Spark Plugs and Oil Filters  
Quality Piston Rings  
Ring Gears and Pinions  
Universal Joint Discs

**Jack Allen Supply Co.**

R. A. FARNAM, Mgr.  
PENDLETON LA GRANDE  
La Grande Branch cor. Adams & Elm

27th in 1924  
18th in 1925  
9th in 1926  
4th in 1927  
**3rd**  
in 1928

## Chrysler—third in volume of sales for 1928; third according to sales records of the National Automobile Chamber of Commerce

In 42 months Chrysler, due to splendid public endorsement of its products from their very introduction, has come from 27th to 3rd place.

Of the 43 motor car manufacturers in the N. A. A. C. all but two, far longer established, have been outsold by Chrysler.

The order of precedence is determined by the dollar volume of sales in the twelve-month ended July 1st preceding the National show.

In the forty-two months since the introduction of Chrysler the public has purchased

more than eight hundred and fifty millions of dollars (\$850,000,000) worth of Chrysler motor cars.

No other make of car has ever recorded such phenomenally rapid progress.

There can be no more impressive public endorsement of Chrysler performance, Chrysler long life, Chrysler quality, Chrysler value, supplied in four great price fields by Chrysler's four great cars—the New "52," the Great New "62," the Illustrious New "72" and the New 112 h.p. Imperial "80"—America's most powerful motor car.

New Chrysler "52"—Six hals, styles priced from \$225 to \$875. Great New Chrysler "62"—Seven hals, styles priced from \$1095 to \$1295. Illustrious New "72"—Ten hals, styles priced from \$1495 to \$1795. New 112 h.p. Imperial "80"—Fourteen hals, styles priced from \$2795 to \$6795.

All prices, f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers use in addition to extend the convenience of time payment. Ask about Chrysler's attractive Plan. All Chrysler cars have the additional provisions of the Federal System of financing.

# CHRYSLER

WEEKS & BUCHANAN  
CHRYSLER

**CATERPILLAR**

**SMASHING THROUGH**

No progressive community, nowadays, submits to being snow-bound! Health, comfort, business—even lives may be at stake! Smashing through, "Caterpillar" Tractors thrust the drifts aside, hurling defiance at the blizzard! And soon traffic flows as usual upon the Opened Road.

Why pay tribute to snow? Learn more about the modern science of Snow Removal. Ask for the illustrated "Caterpillar" book—The Opened Road.

**BUNTING TRACTOR COMPANY**  
La Grande, Oregon

Boise, Idaho      Pocatello, Idaho

**CATERPILLAR**