

WILLYS-KNIGHT HAS NEW MODELS

Popular Priced Line Fills Out Knight-Engined Machines Now Offered

With the formal announcement of the new Willys-Knight standard six, the lowest priced Knight engined six ever built by the Willys-Overland company, unusual interest is being shown in the special edition being shown in the special edition being shown in the special edition...

Achievement for Willys-Overland in the Knight engined field. An entirely new market is opened for the new standard six since it is the first time in Willys-Overland history that Willys-Knight six has reached as low as the \$1100 classification.

The new standard six adheres closely to the general lines of the Willys-Knight special six and the Willys-Knight great six, retaining the same characteristics of design, performance and appearance as featured by the two larger Knight engined cars.

Colorful Models. The standard six line consists of a range of colorful body models with an exceptionally complete line of equipment and many innovations in interior appointments. The body lines are striking in design and insure this new model as being among the most popular in Willys-Overland history.

The Willys-Knight standard six already has set a new high standard of performance in its price class, showing unusual ability to mount the steepest grades in high gear and to maintain a high rate of speed for long periods without any strain or ill effect upon the engine.

An innovation is provided in the standard six in the matter of control of the headlights. The double filament bulbs are controlled by means of a foot-operated switch at the left of the dashboard, thus making it possible to raise or lower the light beams without removing the hands from the wheel.

Roomy Interiors. The interiors of the standard six are marked by unusual roominess while the smartly upholstered seats are set at the proper angle to provide the utmost comfort for driver and passengers.

Willys-Overland's announcement of the new lower priced Willys-Knight, culminates the company's plan for a complete range of sleeve valve engined cars above the \$1000 price class, following the company's 14 years experience in building cars powered by a Knight engine.

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AKRON IS CENTER OF TIRE INDUSTRY

One Firm Manufactures as Many as 45,000 Tires Every 24 Hours

The rubber manufacturing industry, renowned for its all-around efficiency, is centered in Akron, O., which produces approximately 85 per cent of the tires made in the United States, according to the Perkins Motor company, local dealer.

Here a single firm, the Firestone Tire & Rubber Co., manufactures as many as 45,000 tires a day, to say nothing of an even greater number of inner tubes, and vast quantities of tire accessories.

With floor space of more than 70 acres in its Akron plants alone, the Firestone company operates in conjunction with the largest tire rim factory in the world. Firestone also has an immense plant exclusively devoted to the manufacture of tires for light cars, and its shops for the production of machinery and general mechanical equipment occupies an immense building.

Everywhere at Firestone one meets with labor saving devices; with safety methods assuring the best working conditions, and with cleanliness and orderly arrangement which are models for any industry.

Firestone's leadership in economy and efficiency of production is due in a large measure to the company's well-known suggestion system. Under this plan, every employee is invited to submit his or her ideas looking to improvement in every phase of the business. Special suggestion blanks are provided and lock boxes placed in the

factories, facilitating and safeguarding the employee's idea. The suggestion is then passed upon by a board largely composed of men in the ranks. Those ideas thought worthy of adoption, or recognition, are generously awarded. It is not unusual for a prize as large as \$500 to be given.

Firestone employees are also encouraged to practice economy and thrift. The firm established a bank some years ago, which is now one of the largest institutions of the kind in Akron. All employees are common stockholders, regular payments on their shares serving as a model savings system.

A library, swimming pool, clubhouse with restaurants and athletic field are among the social activities provided for employees. A large suburban section known as Firestone Park is occupied by model homes sold to employees on easy terms.

Inspection Of Top Material Of Car Important

With winter weather at hand, the car owner should be certain that the top material on his automobile is in good condition. The summer sun rapidly dries out the rubberized fabric and a close examination will often reveal many small checks in the material. These checks allow dust and moisture to enter and if they are not sealed moisture and dirt will keep in and rot the fabric, resulting in a ruined top.

In many instances where the top is too far gone to warrant any great expenditure for repairs, the owner may recover it himself by using one of the ready-made tailored covers. These slip on over the old frame and are cut to fit. A good application of top dress-

January Sales Of Studebakers Set New Record

SOUTH BEND, Ind., Feb. 18.—Actual retail deliveries of Studebaker and Erskine cars during January were the largest in Studebaker history, and 53 per cent greater than for January, 1927, according to a statement issued today by A. R. Erskine, president of the Studebaker corporation.

The figures are based on retail deliveries to customers as reported by Studebaker dealers throughout the country every 10 days. Deliveries for the first two 10-day periods of the month showed an increase of 51 per cent over the same period last year. The last 10-day period registered an increase of 70 per cent over the corresponding period of 1927, thereby indicating a steady upward trend in Studebaker business. That the January gain in sales is nationwide is indicated by the fact that 22 out of 23 Studebaker branch territories in the United States contributed to the increase.

According to Studebaker, the sales increases are due to the introduction of the new President Eight and the new American edition of the Erskine six; and to spectacular feats of performance scored by the Commander and Dictator models toward the close of 1927. As a result of more than 59

ing will seal the checks in most cases and keep the material soft and pliable. Such treatment not only preserves the top but greatly adds to the appearance of the car. In addition to top and curtain repair materials, the Western Auto Supply company is supplying car owners with many other winter necessities, according to their local manager.

FEW COLOR BLIND

A recent government survey shows that 2 per cent of automobile drivers are color blind.

"He put on speed, thinking he could beat the train to it." "Did he get across?" "He will as soon as the tonstone maker has finished it."—Boston Transcript.

An optimist is a tourist who starts out with poor brakes, no spare, a knock in the motor, and who wires 250 miles ahead for hotel reservations.

Official records won by the products of this concern, Studebaker now holds all the highest endurance and speed records for fully equipped stock cars, regardless of power or price.

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A Change of Oil at 500 Miles Is Better Than a Change Now and Then

You can save money by watching your speedometer. When it shows 500 miles drive up for



LA GRANDE FILLING STATION KUHN & ZWEIFEL Corner Jefferson and Hemlock on Wallowa Highway

You'll Want To Be Ready!

Sure, you'll want to have the old bus rearing to go at the first call of spring. Jack up the wheels—get down and crawl under—check up the parts you need to put everything in perfect running shape. We have the parts, and they are genuine.

- 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

We also have a complete line of Sporting Goods. Watch for our display of tackle for the coming season.

Jack Allen Supply Co.

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

New Cross-Flow Radiator Feature Of New Pontiac

The Oakland Motor Car company, continuing its pioneering activities which brought Duco, four-wheel brakes, the fuel pump and many other major developments to the motorist, has scored again through its introduction of an entirely new principle of heat radiation.

The "cross-flow" radiator, one of the features of the new series Pontiac Six, has attracted a large share of attention among the critical new "stunt" enthusiasts who have thronged the automobile shows and the Oakland-Pontiac show rooms since the latest Pontiac was first shown on Jan. 5.

Flowing horizontally through 284 inches of radiator core cooling surface, instead of vertically, this radiator takes advantage of the principle of condensation. It has 40 square inches more radiating surface than the old radiator and contains 12 quarts. It has two side tanks, connected by a core with horizontal water passages and a top tank. Water from the engine enters the inlet tank and flows cross-ways through the core into the coil water tank on the other side. It is then returned to the engine. The cool water tank extends up the side and across the top where the filling cap is located.

While passing cross-wise through the core, any water or anti-freeze mixture which may have become vaporized in the engine is cooled and condensed before it reaches the vent. This is an improvement over the vertical type, where much water is lost because of this vapor escaping through the overflow pipe. In cold weather, when alcohol or anti-freeze mixtures are used, it is particularly effective, due to the fact that these mixtures vaporize at much lower temperature than water.

Another Improvement. The rugged core on this radiator is another improvement, the core being supported on three sides by tanks instead of only on two. Copper is used in the construction of this radiator. Instead of brass, marking another departure in construction, circulation is handled through a completely redesigned water pump which is similar to that on the Oakland All-American Six. End thrust is greatly reduced through a balanced impeller. The fan is a 15-inch two-blade type, turns on bronze bearings and is driven by a belt. The cooling system is thermostatically controlled.

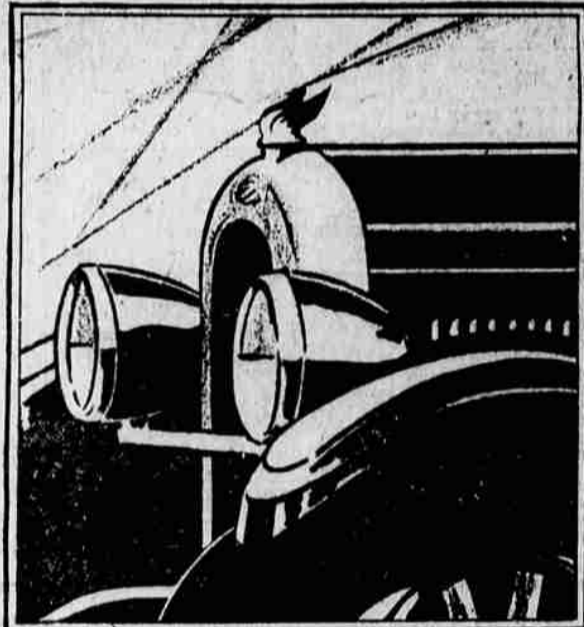
Real Performance with real Comfort

New lower prices with quality unchanged in any detail serve only to emphasize Chrysler "52's" leadership in the low-priced field. Only in Chrysler "52" can you buy these qualities—

The comfort of full-sized, roomy bodies of finest construction, equipped with saddle spring seat cushions;

Characteristic Chrysler speed and dash, usable with complete comfort because of unrivaled engine and riding smoothness;

Ease of handling unlike anything ever before experienced in cars selling at less than \$1000;



Smartness and beauty of line and color that set the pace for the industry;

Dependability and long life that result from a precision of manufacture totally unknown in the building of any other low-priced car;

Inspection and demonstration

which we will gladly afford you, will prove readily why, at its new lower prices, public preference acclaim Chrysler "52" as more than ever, the greatest value in its price division.

New Chrysler "Red-Head" Engine—Chrysler engineers, who gave to motor cars the first high-compression engine in standard production, now have taken full advantage of modern high compression fuel. The new "Red-Head" gives 12 per cent more torque, with greater speed, power, hill-climbing ability and increased fuel economy. It is standard equipment on all models of the Imperial '30' and on the roadsters of the '52,' '62,' and '72.' It is also available, at slight extra cost, for all other body types.

NEW LOWER PRICES \$670 and upwards

Two-door Sedan	\$670
Coupe	670
Roadster (with rumble seat)	670
Touring	695
Four-door Sedan	720
DeLuxe Coupe (with rumble seat)	720
DeLuxe Sedan	790

All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan.

Chrysler "52" Weeks & Buchanan

Known By The Company It Keeps--

It's worth noting that the people who know and buy the best that the market affords are Texaco customers.

That following hasn't been acquired by what we claim for Texaco but by what Texaco DOES.

The Texas Co.

Audmer Playle, Agent