

## MOTOR INDUSTRY SEES BIG YEAR

Planning on Five Million  
Units, According to  
Detroit Survey

DETROIT, Mich.—The industry is planning on 1,000,000 and 5,000,000 units for 1928. Whether such a production will be warranted is, of course, problematical at this time. However, it does seem quite probable from present indications that 1928 will be one of the best years on record—if not the best, according to R. H. Cram, president of Cram's Automotive Reports, Inc., industry authority.

Such a prediction is made only after a careful survey of conditions and a thorough study and analysis of the many important factors that enter into the auto-

motive picture.

First, 1928 has all the signs of a good general business year. The steel industry is the best it has been for several months; most all other industries are stabilized; money is easy, and the agricultural sections have a buying power that is much better than it has been for some time past.

**Healthy Situation Indicated**

Inside the industry, we find a healthy situation with one exception—used cars. Producers as a whole have through clever manufacturing accomplishments found it possible to offer vehicles that are far superior in quality and appearance to anything that they have so far been able to build—at prices that are lower than ever. This is most significant for it proves conclusively that the industry is still in a state of progress—and progress ordinarily means greater achievement.

That the industry is optimistic and confident of an increased business this year is clearly shown in tremendous plant enlargements

that have or are being made. The largest corporation in the industry has practically doubled its production capacity in all of its plants.

The automotive industry is keyed up to make history during the next 12 months, and it will take some very adverse situations to deter it from reaching its goal.

The day was very cold, the car was very old and when its owner parked he tenderly covered the hood with a blanket.

Small Boy at Wheel: Too late, Mister; you can't hide it. We all saw it when you pulled up—Selected.

Never drive a car at night with the dash light turned off. The instrument board is a bulletin board and the constantly changing reports it brings from various vital parts of the car should be of the greatest interest to the driver. This light, now indirect on a majority of makes of cars, offers no obstacle in the way of glare that cannot be overcome with ease.

## GARAGE GOSSIP

### Buys Chrysler

H. L. Young, who this week opened a taxi business at the Sacajawea Inn, purchased a 1928 Chrysler 62 sedan from Weeks & Buchanan which he is using in his taxi service.

### Finance Man Here

Mr. Bates, of Portland, who is with the Pacific Finance company, is in La Grande for a few days this week transacting business at the local garage.

### Drove to Wallawa

Mr. and Mrs. W. E. Buchanan drove to Wallawa Friday where Mr. Buchanan looked after Chrysler business. They stopped at Elgin on the way home to bring their daughter, Geraldine, who is teaching school near Elgin, home with them for the weekend.

### Essex Man Here

H. L. Blancy, Hudson-Essex representative from Seattle, was a business visitor here during the week, transacting business with E. L. Ledbetter, of the Ledbetter garage.

### Went to Pendleton

E. L. Ledbetter, of the Ledbetter garage, went to Pendleton on Hudson-Essex business Tuesday.

### Goes to Enterprise

M. A. Goss was a business visitor at Enterprise Thursday. Mr. Goss is Studebaker dealer here.

### Called from Elgin

J. E. Weatherspoon, of Elgin, transacted business at the Ledbetter garage Thursday.

### Assembling at Seattle

W. C. Perkins, Ford dealer here and head of the Perkins Motor company, has received word that assembling of Fords has been started in Seattle, and stated today that he expected carload deliveries to begin any time.

### Buys Chevrolet

George H. Butler, of Elgin, is the owner of a Chevrolet coach which he purchased at the Blue Mountain garage this week.

### Buys Chevrolet

Anthony End, of Summerville, is driving a new Chevrolet which he purchased this week from M. A. Harrison, of the Blue Mountain garage.

### Returns from Portland

Mr. and Mrs. M. A. Harrison returned last Sunday from a several days' business trip to Portland.

### Tire Man Here

G. L. Luffkin, of the Pennsylvania Rubber company, whose headquarters are in Portland, has been here for several days on business.

### Buys Chevrolet

The Rev. Oliver Riley is driving a new Chevrolet coupe, which he purchased from M. A. Harrison.

### Opening New Garage

W. D. Hanks and E. C. Gettings, Willys-Overland distributors for this territory, spent Thursday and Friday in Enterprise opening their new garage in that city, which will be a sub-agency for the car. It also has a service department and is well equipped and in a good location. They are enthusiastic about the prospects of their new business. Mr. Gettings operates a garage at Elgin. This is the third Willys-Overland garage in their Wallawa-Union county territory. Vern Berry is managing the new garage.

Many motorists switch from one brand of gasoline to another in the hope of getting a shade better performance. This rule does not pay. One should make an effort to find a gasoline that gives efficiency, but having found it should remain relatively faithful to it at least. There is such a wide difference in gasolines that a carburetor adjustment efficient for one is far off for another.

"Listen," remarked the exasperated driver, "shoot me, shoot me, 'Lindbergh got to Paris without any advice from the back seat." —Detroit News



Quick, accurate work on replacing windshield glass, door glass or rear glass in any type of car. We have high-grade plate in single and double strength. Our beveling machine allows us to finish the job as neatly as it comes from the factory.

**La Grande Construction & Supply Co.**  
Charles Harris, Prop.  
1501 Madison

## Willys-Overland February Output Is Largest Yet

TOLEDO, Ohio, March 3.—Production of Whippet and Willys-Knight motor cars last month were the largest February production in the history of the Willys-Overland company, according to a statement issued by executives of the organization. It was said that the month's total production will be near 25,000.

Production of these cars, on several days, has exceeded the 1200 a day mark.

Employment at the Toledo plant, with 17,500 on the payroll, is the largest number ever employed by the company, the statement said.

Despite the high production figures reached, there are 25,000 unfilled orders for cars on file, the daily influx of orders being maintained in the same high volume that has characterized the demand for these cars since early in January when the Whippet prices were reduced.

The statement also declares that the demand for the three lines of Willys-Knight sixes is necessitating a high production schedule to meet the demand of the Willys-Overland dealer organization.

## More Cars And More Accidents; Safety Is Urged

The registration of automobiles in the United States continues to increase. The hazards of streets and highways, particularly at intersections, are increasing by a proportionate ratio, and if the loss of life continues its climb, highway accidents in the United States will soon cost a total of 30,000 lives annually. Taking into consideration the experience charts as prepared by the Hoover Conference, there are thirty injuries in highway accidents to every fatality, which means that there will be almost 1,000,000 injured to 30,000 dead.

Co-operation between motorists and pedestrian on behalf of public safety can save thousands of lives during the next few years, according to Frank Rueswig, director of Public Safety for the Oregon State Motor association. Only when that co-operation is freely given will the danger of the highway be reduced to a minimum.

She: Freddie hasn't been out an evening or taken a drink for three weeks.  
He: Turned over a new leaf?  
She: He turned over a new car.  
—Everybody's Weekly.

## FAR AHEAD of pretending competition

### The Illustrious New Chrysler "72"

Proves Every Claim of Superior Quality, Performance and Value

Before Chrysler entered the field, automobiles were bulky, clumsy and most unremarkable and uninteresting in lines, appearance, speed and acceleration.

Then along came the sparkling Chrysler and in a moment put life into motor car style and performance.

Today the Illustrious New "72"—longer, roomier, faster, hand-somer—is as far ahead of its pretending competition as the first Chrysler was of its time.

A 75 h. p. engine—72 miles an hour plus with consummate ease; bodies longer, wider and roomier—chassis spring ends mounted in quiet rubber shock insulators. Body appointments beautiful and decorative—lines long and sweeping—colors distinctive and harmonious—all this at remarkable low prices.

There is just one way for you to be sure of getting the advantages which only Chrysler "72" offers—that is, to buy a Chrysler "72."



**Illustrious New "72"**—Two-pass. Coupe (with rumble seat), \$1545; Royal Sedan, \$1595; Sport Roadster (with rumble seat), \$1595; Four-pass. Coupe, \$1595; Town Sedan, \$1695; Convertible Coupe (with rumble seat), \$1745; Crown Sedan, \$1795.

**New Chrysler "52"**—\$670 to \$790; **Great New Chrysler "62"**—\$1065 to \$1235; **New 112 h. p. Imperial "80"**—\$2795 to \$6795.

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

## CHRYSLER 72

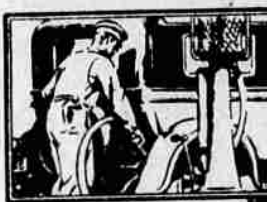
WEEKS & BUCHANAN

LOOK OVER OUR WANT ADS FOR BARGAINS

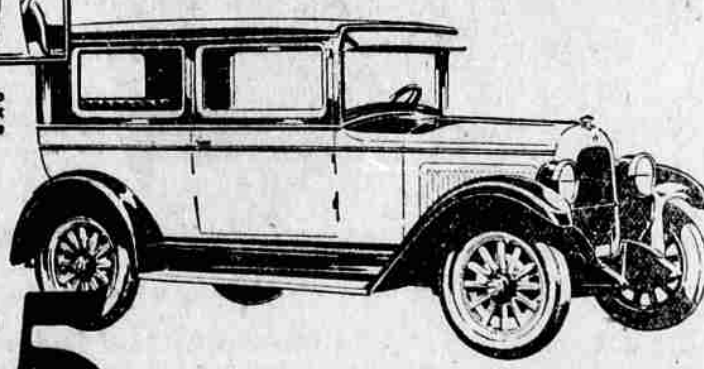
## Price Reductions Create a National Sensation!

## The PERFECTED Whippet

the leader in Beauty and Quality



Gasoline tank is at the rear, away from the heat of the engine; costs more to build, but is safer



**Coach**  
**\$535**

F. O. B. Factory

"A Quality Car at the lowest price in our history" *John R. Willys* President, The Willys-Overland Company

Since the announcement of sensational price reductions the popularity of the perfected Whippet has grown by leaps and bounds. Today four great Willys-Overland plants are being taxed to capacity to meet the demand.

Present light car standards are a tribute to Whippet pioneering. Four-wheel brakes, lower center of gravity, greater economy, greater roominess, quieter engine operation, faster speed and pickup, greater beauty—these are a few of the many advantages in which the Whippet continues to lead today.

Among the many things you will like in the perfected Whippet are improved bodies in a wide range of beautiful colors and fitted with cadet-type visor, full crown fenders, full-pressure lubrication, silent timing chain, gasoline tank in rear, long semi-elliptic springs, oversize (4.75") balloon tires and snubbers, an adjustable steering post, automatic windshield wiper, rear view mirror and stop light.

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QUALITY AT LOW COST

Our New \$5,000.00 Stock of Tires with the New

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has just arrived and we cordially invite the public's inspection.

Our repair shop has the latest equipment obtainable and is as near as your telephone.

Car washing and greasing now being done on Sundays.

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(Ask for Our Window Sticker)  
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Time to Retire?

**FISK TIRES**