

HAS VISION OF THE YEAR 1935

W. P. Chrysler Predicts 35,000,000 Motor Vehicles; Many Changes

By Walter P. Chrysler (President of the Chrysler Corporation)

In 1935 the United States will have on its streets and highways from 30,000,000 to 35,000,000 registered motor vehicles.

In the centers of our larger cities more of the traffic will be underground. In some cities the surface car will give way to the bus, in other the street car will be taken off the streets and put in underground tunnels.

Grade Separation Separation of grades is another step. Note how motor cars from Park avenue get around the Grand Central Station in New York City.

An overhead motorway extends from Park avenue and 46th street to Park avenue and 45th. Imagine the congestion at Pershing Square without such grade separation.

Detroit has a similar grade separation at East Grand Boulevard and East Jefferson avenue. San Francisco has an over-pass at the foot of Market street and the Embarcadero.

Cincinnati has over-passes where one street is carried by a bridge, or viaduct, over another. For years we rightfully stressed more careful driving.

More careful driving. Today many agencies are busily engaged in teaching the motorist to drive carefully. But today there is also a movement which encourages the pedestrian to walk carefully.

Teaching Children Police officers are going into the schools in many cities to instruct children how to cross streets, and when.

Express Highways Our larger cities will be connected by express highways. These will be enclosed like railroad rights-of-way.

Grade Crossings The elimination of grade crossings is a tremendous job. This work should continue until every dangerous crossing is eliminated.

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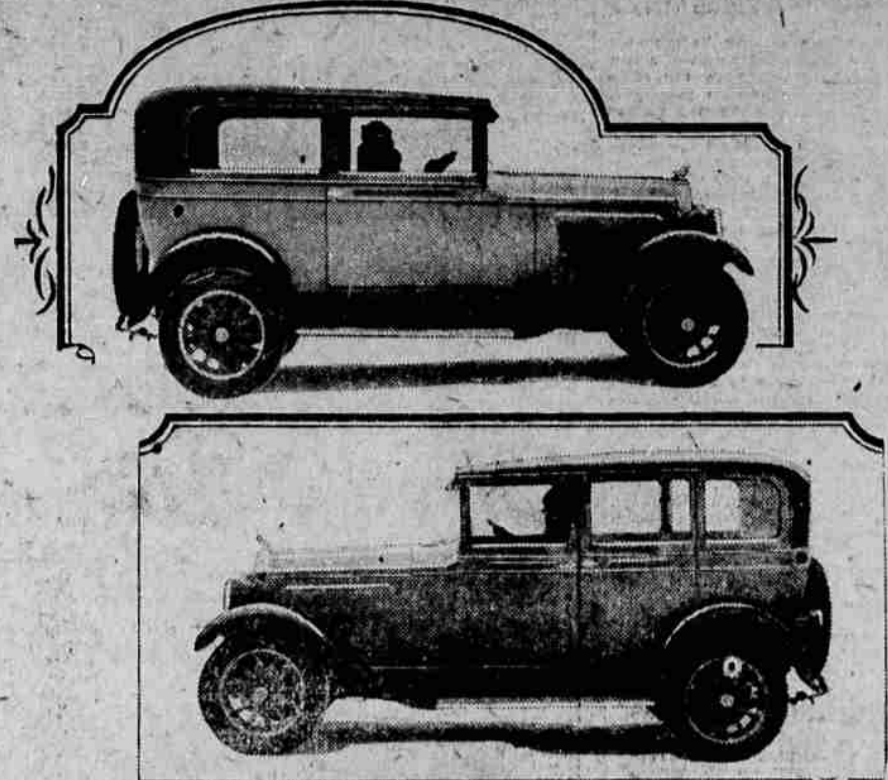
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WILLYS-KNIGHT STANDARD SIX



Willys-Overland's presentation of the new Willys-Knight Standard Six to sell in the \$1,100 price range brings this company into the lowest price field it has ever reached in the Knight-engine series.

Drama in Bales Brings \$69 a Ton For Use in Paint for New Autos

By Wade Werner (Motion Picture Feature Editor) HOLLYWOOD, Cal. (AP)—Everyone who has a little loose change to spend on tickets to the movies knows about the sort of celluloid drama that is packed in tin cans and shipped thousands of miles to be unwound in projection machines for the entertainment of distant audiences.

But millions of feet of celluloid drama are packed in bales here every month and sent to manufacturers who know how to transform it into many things that may not flicker on a screen, but that continue to help human beings enjoy themselves in their spare time.

Many a celluloid super-feature that failed to startle the world on the screen is startling the neighbors now as part of the dazzling two-tone paint jobs on several hundred family automobiles. Other dramas that died in their original celluloid form are living a new and more joyful life as Christmas tree ornaments of those little celluloid ducks and streamers and fish which one buys for the children to float in the bathtub.

More than one gorgeous marble bathroom scene no doubt has come back to the bathroom in the form of these novelties. And at least a few of those films in which the hero wins the big automobile race are running around on automobiles right now in the paint.

HARTFORD, Conn. — Detours cost money. Connecticut spent \$129,000 to prepare and maintain 130 miles of them in 1927—an average of 0.679 a mile.

George Washington could establish a veracity record. No one ever asked him how many miles he got to a gallon.

Special Offer--

We want you to try Veltex Motor Oil. We are so sure you will be pleased with the results that we offer to refund your money if you are not satisfied.

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

point where a four-way highway is needed. This is bound to be true for eight or ten more years. The United States will never complete its road building program. New highways will be needed constantly.

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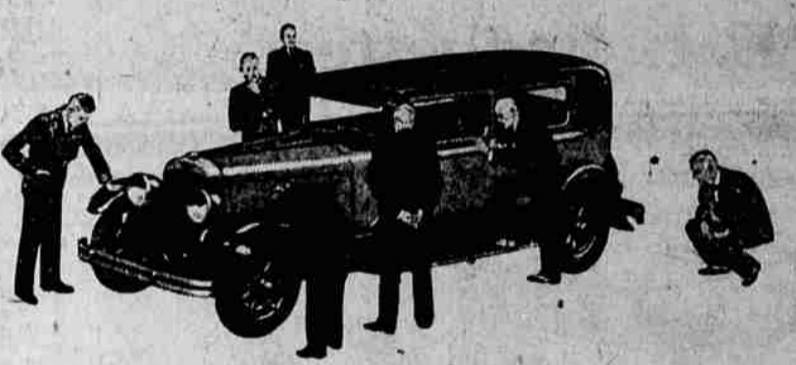
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CRITICS SAY this New Oldsmobile is THE FINE CAR OF LOW PRICE



The very appearance of this new and larger Oldsmobile Six stamps it, at a glance, as two years ahead—separate and apart from even the best of cars at anywhere near its price.

Its every feature gives evidence that this car makes available to all, sources of thorough satisfaction that have heretofore identified high-priced cars.

And as further conclusive recognition of what Oldsmobile has achieved by its policy pledged to progress, automotive critics now add their praise.

"Two years ahead both in appearance and mechanically," says H. F. Blanchard of Motor.

A. F. Denham of Motor Age says, "New in every respect . . . gives an impression of belonging in a much higher price class."

TWO-DOOR SEDAN \$925 F.O.B. LANSING

"From experience in actually driving the new Oldsmobile, it may be definitely stated that Oldsmobile has made an important advance in the art of car building," says Walter C. Boynton of Automotives Daily News.

Sweeping, positive expressions—based on actual facts of design and the actual experiences of these men with this new Oldsmobile.

They know, because they have compared by their own high standards of judgment, that this car is smart and voguish, not only in design but in the whole spirit of its styling and engineering.

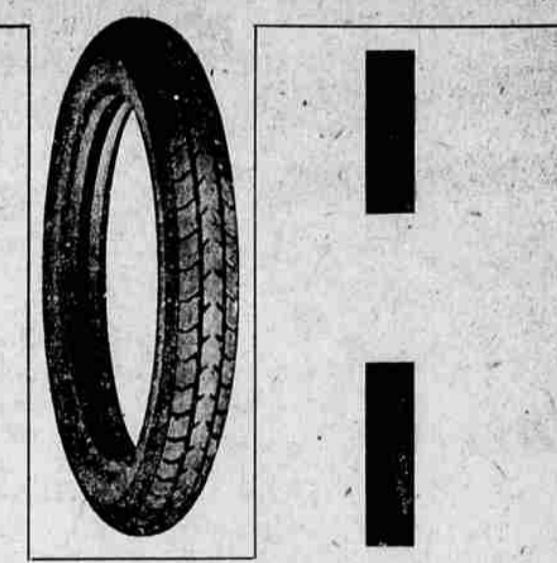
They know, because they have driven it, that if it is speed you want, this new Oldsmobile will give you speed . . . speed to spare.

They know, because they have enjoyed them, that this new Oldsmobile embodies qualities of riding comfort, of smoothness, of silent operation which are a positive revelation.

They know . . . as you will know when you have investigated as they have . . . that this new Oldsmobile is indeed The Fine Car of Low Price.

OLDSMOBILE SIX

OLDSMOBILE SALES CO. 1428 Adams Ave.



Federal Tires

—A NATIONALLY KNOWN TIRE—

Extra service at no extra cost—A tire that we are proud of—and we know you will be if you use them.

WESCONA (Made by Federal)

30x3 1/2 Clincher Regular 5.75 30x3 1/2 Clincher Giant Oversize 6.15 29x4.40 SS. 7.20 29x4.75 SS. 10.45 30x5.00 SS. 11.60 31x5.00 SS. 12.00

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

Girl Succeeds In Selling Olds; Tell's 'Em How

Enjoy meeting people. Know your product. Be of service. It is more than likely that Miss Edna W. Schuller has patterned her 21 years of life on the above maxims, for the substance of the statements have in no small way contributed to her success as assistant manager of the A. D. Schuller Motor Sales establishment at 3324 Montrose avenue, Chicago.

Miss Schuller enjoys meeting people, and, therefore, a sale is half made when she meets a prospect. Happy to meet them, this attitude makes them happy to meet her and thus a goodly portion of the initial sales resistance is abolished.

Miss Schuller is the daughter of A. D. Schuller, who has an Oldsmobile sales headquarters both at the Montrose avenue address and at 4049 Fullerton avenue, Chicago. He is also interested in real estate.

While Miss Schuller was attending high school and the University of Illinois she frequently assisted her father in his realty transactions. On her graduation last June with a B. A. degree she decided to master the automobile business.

Men, she says, usually like to talk in a learned manner regarding the mechanics of an automobile, and are surprised to meet a young lady who can discuss the many merits of the new Oldsmobile.

On the other hand the women are impressed with the beauty, style, comfort and safety of an automobile and can be sold if these features are properly brought to their attention, says Miss Schuller.

NEW SQUIRREL FOOD STOCKBRIDGE, Mass. — Gray squirrels have taken to nesting in a power company's conduit boxes here. After the town was plunged in darkness one night electricians found that squirrels had eaten the insulation on some of the wires, causing a short circuit.