

WILLYS-OVERLAND OUTLOOK BRIGHT

Addition of Whippet Six Latest—Coach to Be Dis- played in La Grande

No great changes have been made in the Willys-Knight and Overland line of automobiles during the past year, according to W. H. Hanks, of the Gettings and Hanks company here, dealers for these makes of cars. There have been several additions to the line, however, one of the most outstanding being the addition of a new four-door light six, Willys-Knight sedan, which is the lowest priced car ever produced in the Willys-Knight line.

Another addition is that of a new Whippet six, which is said to be the lowest priced six-cylinder car on the market. Mr. Hanks, of the Willys-Overland garage here, went to Boise, Idaho, district headquarters—Wednesday of this week and will drive one of the new Whippets back to La Grande, which will be in the showrooms of the local garage this weekend. Very little is known of the new seven-bearing crank shaft and is made in all of the various body types of the company—sedan, coach, coupe and cabriolet. A coach will be on display here. These cars were shipped to Boise from the main factory, one for each of the dealers in the larger cities of this territory. Details of the new car will be available this weekend after the car comes on display, according to Mr. Hanks.

Body Lines Similar
The Willys-Knight company now manufactures Whippet four and six in all body types. Willys-Knight standard, special and great six types, the latter ranging in price from \$1245 to \$1550, delivered. The Whippet four with passenger type body ranges in price from \$1045 to \$1245. The price of the Whippet six has not yet been made public. The body lines of all of the various types of cars are similar to last year, the Whippet being introduced for the first time last year.

Another addition to the Whippet line of cars is the commercial body, which will for practically the same price as the passenger types. This new Whippet delivery models are just out this year, and so far have proved very attractive for light delivery service.

The company also offers a Willys-Knight six truck, which is also a new line of trucks, ranging in capacity from one to three tons and in price similar to the price range of the passenger types. With the addition of these lines the company now has a full line of coverage, both in size and price, having a complete line of both passenger and delivery types of cars in every size and covering a wide range of prices.

Hearns-Knight Eight
For those who want something larger and something more expensive in the passenger line all dealers may obtain the Hearns-Knight eight, which, according to Mr. Hanks, is "the newest thing to a palace on wheels" that he has ever seen. Mr. Hanks saw this car during a recent trip to Salt Lake City. The price range is \$1570 to \$1690, and car is said to be perfectly appointed in every detail. All Willys-Knight and Whippet dealers in the United States may obtain these cars for customers, but are not obligated to stock them, because of the expense. The addition of this car was another step forward in the Willys-Knight and Whippet line during the past year. The first of March of this year the Gettings and Hanks company opened a garage at Enterprise, in Wallawa county, which is in charge of Vern Berry. A show room and sales agency is maintained there and a line of parts and

Heasty & George Filling Station Sees Good Year

"We find it pays to be just as courteous and friendly to tourists who come through La Grande and stop at our station as it does with our regular customers," J. P. Heasty, of the Heasty & George Filling station, said recently in talking of his experiences with tourists.

The Heasty & George station is one of outstanding beauty, designed so as to be particularly pleasing to the eye of both the local and out-of-town motorists. It is situated in an excellent position at the corner of Second street and Adams avenue, and is operated jointly by Mr. Heasty and Frank George. Texaco products, Flak tires and a number of accessories are carried as the leading stocks.

Tourists Grateful

"Last summer we had numerous examples of this," continued Mr. Heasty in referring to experiences with tourists. "On several occasions tourists would make inquiries at our station about La Grande or Wallawa lake, or ask our suggestions regarding routes. Several times we have taken the trouble to get into the car and show these visitors the town and have spent considerable time telling them about our Wallawa country and our recreational features."

"We know that it has paid from a business standpoint because the same tourists made it a point to stop on their return trip and have told other motorists of us. We've received letters from some of these people from various places, recalling the pleasant stop they had in La Grande."

"These experiences have convinced us that every one should go out of their way whenever possible to make our motoring visitors feel at home and acquaint them with the advantages of La Grande and our scenic wonderland."

Sees Good Year

"Our local patronage has been very satisfactory for the past year and is growing at a gratifying rate. We anticipate a big tourist volume this season and look forward to a good year."

Since the station was opened here Aug. 1, 1926, it has been the proprietors policy to furnish the best of service and aid their customers in every way possible.

YESTERDAY'S CAR



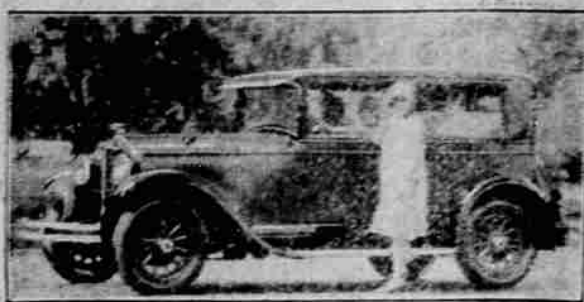
accessories stocked as in the local garage.

Complete Line of Parts

In the garage here, which is located at the corner of Fir street and Jefferson avenue, a complete line of parts for Willys-Knight and Whippet cars is carried in addition to a tire department where Flak tires are handled, all Willys-Knight and Whippet cars coming equipped with Flak tires.

This spring's business is ahead of the business of any past year at this time, according to Mr. Hanks. He believes that so far the future looks bright and is very optimistic concerning business conditions. "We have a line of better prospects this year than ever before, and the future looks very encouraging," Mr. Hanks declares.

OAKLAND ALL-AMERICAN SIX



This beautiful Oakland All-American six sedan is one of the new models which Jennings & Shumate are offering in Union and Wallawa counties.

New Plan of Selling Goodrich Tires Is Proving Popular in La Grande

With a complete stock of Goodrich tires offered for sale in this store for the first time a little more than a month ago, Carr's tire company is enthusiastic about this new line. "Our sales are exceeding our expectations, due possibly to the fact that they are sold on terms and because Goodrich tires are a nationally known brand of proven quality," says Charles Roehm, manager of the local company.

The payment plan Carr is using in selling the Goodrich tires is the same as is offered for their furniture and is meeting a very popular demand among owners of automobiles. In addition to this, the company is also featuring the trading in of old tires, giving each person the advantage of selling unused tires

without any loss. This, of course, is a big convenience to the customer who can thus keep his car equipped with good rubber all the time, doing away with blow-outs and other trouble.

Cars carry a complete stock of tires for all makes of cars in three different grades so as to meet each purchaser's particular requirements.

Mr. Roehm has just received word that the first Goodrich Silvertown road tire to be manufactured in the Goodrich company's new Los Angeles factory was produced on March 15. "This tire possessed no significant marking to proclaim the remarkable achievement it represented," said Mr. Roehm, "but was marked like millions of its brothers had been marked as they were fitted into the molds at the Akron

Pacific Coast Gain In Tourist Travel Is Huge

According to the Oregon State Motor association the increase in the use of automobiles and the contemporary extension of highway systems, coupled with the ever spreading fame of the Pacific coast region as a natural playground, have resulted in a tremendous gain in the number of motor tourists.

In 1918 only 54,000 vehicles entered the gates of the 19 national parks. In 1927 approximately one-half million vehicles registered and these carried nearly three-fourths of the 2,247,888 visitors who registered in the parks.

Oregon has only one of the 19 great parks of the West, but this

factories. The first Silvertown produced by the Pacific Goodrich Rubber company commemorated an industrial engineering accomplishment that has seldom been paralleled by American business enterprise. It marked the completion of a gigantic factory over a quarter mile long and 400 feet wide with every detail and process efficiently functioning in the record time of seven months.

The new Goodrich factory produced its first Silvertown, seven months to the day after the first ground was broken for its foundation," Mr. Roehm continued. "Carrying further its commemoration of this achievement, an official opening will be held on May 2, at the new factory, when its production machinery will be in full swing and Pacific-made Silvertowns will be pouring out to meet the mounting demands of the Western market. A special radio program put on over a network of eight Pacific coast broadcasting stations will also be a feature of the opening."

park, Crater Lake, in conjunction with the Oregon Caves, a national monument, has contributed largely to the growing popularity of the Northwest as a tourist playground.

Highway extension and improvement has obviously contributed largely to the enormous increase in tourist travel throughout the West, but to the advantage of Oregon and particularly in Oregon. Each year the people of the United States are realizing more and more the advantages afforded them as tourists in this great Western playground.

The number of visitors, particularly those who come by automobile, will continue to increase, not only to the edification and enjoyment of those who come as tourists, but to the advantage of Oregon and the Northwest as the various communities continue their program of development and

growth. Estimates made by the touring department of the A. A. A. have caused the various motor clubs throughout the West to greatly increase their preparation for the motor tourists. Additional quantities of maps and printed supplies have been ordered by the Oregon State Motor association in anticipation of the greatest influx of tourists the Northwest has ever known.



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