

Great Interest Shown in 1929 Chevrolet Car

Although Chevrolet originally planned only for seven major advance showings of its new 6-cylinder car, the interest which was excited throughout the country to see the new car made it necessary for the company to plan 50 additional advance showings in other important centers, company officials announced.

Everywhere the new Chevrolet line has been displayed thus far the crowds have been tremendous. At New York, Detroit, Chicago, Los Angeles, San Francisco, Washington and Portland, cities on the original list of eleven where showings have been completed, close to a million persons flocked to inspect the new cars.

At Detroit the opening day crowd Nov. 24, was 28,000, a figure which bettered by 2,000 the best opening day crowd in the history of the famous Detroit automobile show. Approximately a quarter million people visited the showing during its six-day New York run. Proportionate crowd interest was demonstrated at Washington, Chicago, Los Angeles and San Francisco.

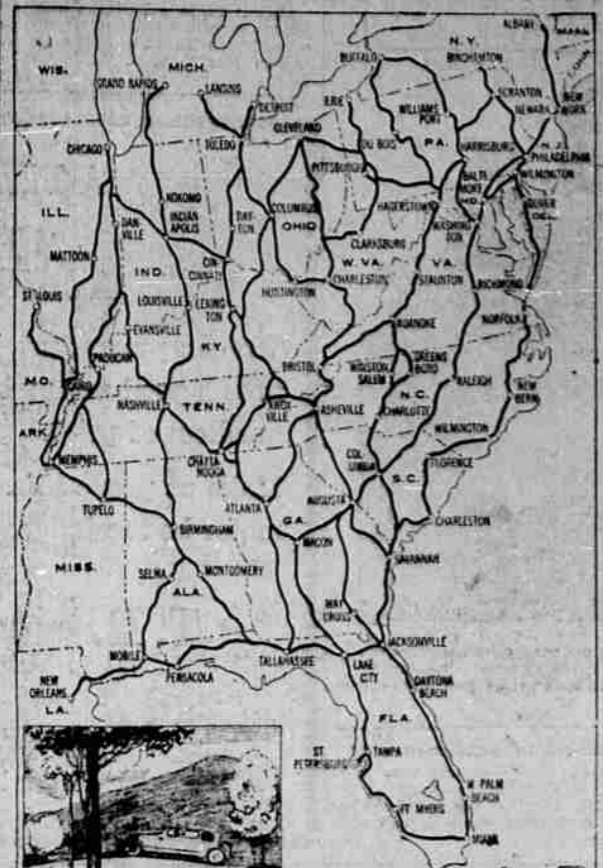
When it was decided that the advance showings should take in more territory so that no large center would be overlooked prior to the nation-wide exhibit, Chevrolet's vast and efficient force went into immediate action. Marshalled by H. J. Klingler, general sales manager of the company, and captained by the regional sales managers, arrangements were culminated almost overnight to bring about the showings.

Cars from the Flint factory had to be loaded and rushed express. Dealer organizations in each of these places, working smoothly in every instance, selected centrally located and popular exhibit places. Newspaper advertising was relied upon to welcome the public. And the success of the suddenly planned venture was attested to by the mammoth crowds which poured forth at all these points to view the new Chevrolet.

Expect Big Year.
While the Chevrolet sales organization, expecting its greatest year in 1929, is busy with the advance showings, and special dealer exhibits, the production forces of the company are equally busy behind the scenes.

Fifteen mammoth Chevrolet factories throughout the country are working at top speed turning out parts and assembling these parts into complete automobiles. Every thing is being pushed forward at peak capacity so that the thousands who have already placed orders

WINTER'S SUMMERLAND CALLS MOTORISTS SOUTH FOR JANUARY



The south, with its historic charm and favorable climate, is providing a "winter summerland" for thousands who use the fine southern highways to cheat winter's blasts. The above map, prepared by the American Automobile association from late road reports, shows the main gateways to the south.

New Year's Business to Surpass 1928 Record, Auto Head Declares

By LAWRENCE P. FISHER
(President Cadillac Motor Car Co.)
On the 1929 business horizon both opportunities and responsibilities appear on a larger scale than at any time in our history. A year ago we entered 1928 in a spirit of healthy confidence. We will not be disappointed when deliveries begin. As soon as the cars thing is being pushed forward at peak capacity so that the thousands who have already placed orders

demise in the future. This is in itself a sound economic asset. Actual business at hand in the various departments of commerce, industry and finance, stands at record volume.

While final figures for 1928 are not yet available, present indications are that the sound prosperity of the United States will be revealed in a general review of business conditions as marking a new peak in automobile output, output of steel, volume of building, increase in market value of securities, per capita wealth and an array of balance sheets and income accounts not equalled in any previous year.

In the automobile industry alone, the growth of domestic consumption and of exports abroad should combine to produce a higher peak than even the high record of 1924. All of these factors in our purely domestic business situation are highly favorable. There is, however, an ever-growing importance in the inter-relation between the economic conditions of all the nations of the world. The present era of prosperity here was ushered in with the development of the motor car. Other nations are just beginning to realize its value, and use of motor cars abroad is now in the same phase as it was here twenty years ago.

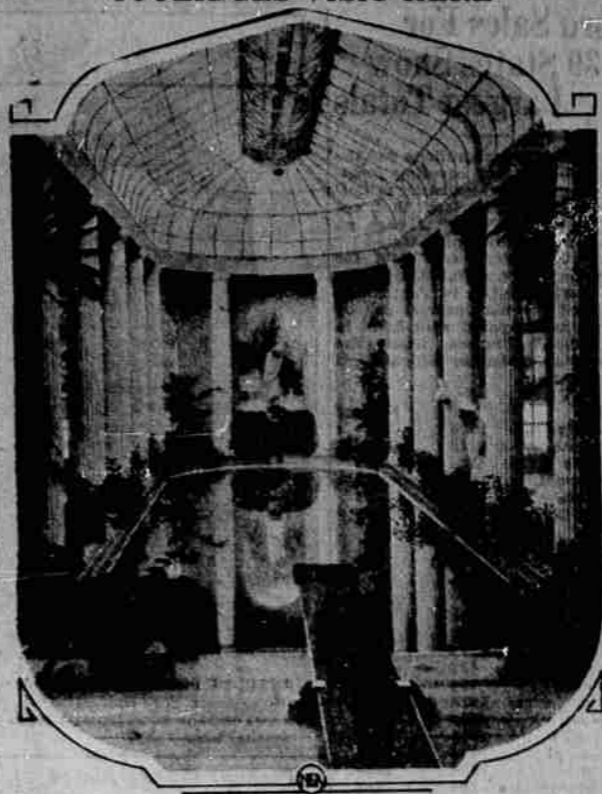
Nations recovering from effects of the World War are better off today than at any time since the declaration of peace. They have greater buying power. Their increasing use of motor cars will add to their own prosperity and will further contribute to our own.

In the United States we have at hand the greatest amount of business resources and possibilities in our history. With these opportunities we have also the greatest responsibilities. The year should be viewed not as a "cashing-in" period but as a time for laying the foundation for a period of many years of prosperity. The business principles which we employ this year will be a factor in the economical welfare of the next generation. It will be a time for a combination of great conservatism in management with the most progressive policy in our history and the business world will be watching the results.

Farmers of U. S. Moved Ahead In 1928 Is Report

By Edward A. O'Neal
(Vice-President, American Farm Bureau Federation)
MONTGOMERY, Ala. (AP)—In production American farmers

COOLIDGES VISIT HERE



An interior of the beautiful island home of Howard E. Coffin of the Hudson Motor company, where President and Mrs. Coolidge spent the Christmas holidays, is pictured above. The indoor pool of the mansion is shown. The home is on Sapelo Island, one of the Sea Islands which lie off the coast of Georgia.

made steady progress in 1928. In marketing and in distribution no important changes are seen. Cooperative marketing seems to have held its own, but lack of efficient distribution continues to handicap the agriculture of the nation. The farmer—North, South, East, West—continues to be handicapped by surpluses of different products, and also by a disadvantage in the protective system of the United States. A major need is legislation that will give agriculture protection equivalent to other kinds of business, and establish a distribution system that will make sur-

SPECIAL RATES

Valves -- Rings -- Brakes Or Anything

We guarantee a better job with our Special Equipment.

LA GRANDE BRAKE STATION

213 Greenwood --- Arleigh Jennings.

HOW FAR

Are you going to drive

IN 1929?

Your speedometer might show you the actual mileage—if it registers correctly Drive in today for a speedometer check-up.

Official A-C Speedometer Station

DALE COX

Battery and Electric Service

Many Bargains Listed on Want Ad Page

For Economical Transportation



"Beyond all Expectations!"

-say those who have seen the

Outstanding Chevrolet of Chevrolet History

-a Six in the price range of the four!

The Outstanding Chevrolet of Chevrolet History has now been seen and inspected by millions of people in every section of America—and everywhere it has been enthusiastically hailed as exceeding all expectations.

Everyone anticipated that Chevrolet would produce a remarkable automobile—but no one expected such a sensational six-cylinder motor... such delightful handling ease... such marvelous

comfort... such luxurious Fisher bodies... and a fuel economy of better than 20 miles to the gallon! And no one believed that it would be possible to produce such a car in the price range of the four!

If you have not already made a personal inspection of the new Chevrolet, we urge you to do so at your earliest convenience. The beautiful new models are now on display on our showroom floor—and you are cordially invited to call.

The Roadster	\$525	The COACH	\$725
The Phaeton	\$525	Sedan Delivery	\$595
The Coupe	\$595	Light Delivery	\$400
The Sedan	\$675	1 1/2 Ton Chassis	\$545
The Sport Cabriolet	\$695	1 Ton Chassis with Cab	\$650

All prices f. o. b. Flint, Mich.



Read what these leading automobile editors said after seeing and riding in the new Chevrolet Six—

"One of the greatest automobiles I have ever seen. In performance, construction and beauty it is phenomenal. Never saw so much car for the money."
—NORTH BIGGER
Dallas News

"In appearance, performance and mechanical nicety the new Chevrolet Six presents actual values far beyond its price range."
—HAZEN CONKLIN
New York World

"The new Chevrolet is a triumph for volume production. The car at its price is one of the greatest achievements ever recorded in the automobile industry. Its beauty is a treat; its riding comfort a new delight and its performance a real sensation."
—RAY PRIEST
Detroit Times

"Aside from beauty in body lines and attractiveness in finish, the astounding feature of the new Chevrolet Six is its powerful and flexible motor. One will have to go far to equal the high performance of this new Chevrolet in general road and traffic use."
—LEON J. PINKSON
San Francisco Chronicle

"In speed and acceleration, the new Chevrolet will more than satisfy the average person. In design, Fisher offers costly car appearance. In short, the new car is by far Chevrolet's outstanding achievement."
—EDWARD M. MILLER
Portland Oregonian

"Introducing new style, beauty and smoothness, the new Chevrolet Six certainly meets the requirements of the most exacting buyer."
—H. M. VAN DEVENDER
Atlanta Constitution

Come in and See these Sensational New Cars—Now on Display

Blue Mountain Garage

Oppo. P. O.

M. A. HARRISON, Mgr.

QUALITY AT LOW COST

\$650 and up

AND UPWARDS F.O.B. DETROIT

PLYMOUTH

New Lower Prices

A Triumph of Value Giving

Economy with Full-Size
—Plymouth is the outstanding full-size car in this price class, giving room for five grown-ups, with real economy of operation;

Economy with safety—Plymouth's weatherproof hydraulic four-wheel brakes give instant stopping in any weather—another feature possessed by no other car near this price;

Economy with power—Plymouth's 45 h. p. engine assures typical Chrysler pick-up and get-away plus ability to maintain high average speeds with quiet smoothness;

Economy with modern engineering—Chrysler engineers designed Plymouth's modern high-compression L-head engine embodying such important improvements as aluminum alloy pistons, large main bearings, positive pressure-feed lubrication, rubber engine mountings and torque reaction neutralizer.

Plymouth Prices Effective December 20th — f. o. b. Detroit.

Coupe	\$655	2-Door Sedan	\$675
Roadster	675	De Luxe Coupe	695
(with rumble seat)		(with rumble seat)	
Touring	695	4-Door Sedan	695



Chrysler Motors' great cardinal principle in designing and building the Plymouth is to give the highest possible quality, the greatest possible value, dollar for dollar.

the few other cars in the lowest-priced field, you will need no salesman to point out Plymouth's many superiorities.

Plymouth is winning on the score of greater dollar value—and you can prove that fact to yourself in far less time than it takes to tell you.

L. W. WEEKS

Cor. Jefferson & Greenwood

La Grande, Oregon.