

**WILLYS-OVERLAND  
POSITION STRONG**

**Company Officials Say  
Outlook This Year Is  
Best in History**

TOLEDO, O., Jan. 12.—The start of 1929 finds the Willys-Overland company in the strongest position in its 21-year history, firmly entrenched in its position of quality leader in the light car field and prepared to meet every form of competition on a sound basis, according to executives of the company.

Both from a manufacturing standpoint and from the standpoint of its sales organization, every indication points to 1929 as a new record year for the Toledo manufacturer, even surpassing the past twelve months which found Willys-Overland leading the entire automobile industry as a whole in per cent of gain over 1927.

**Starting in Early 1928**  
This remarkable position won by Willys-Overland in 1928 started the first of the year with the drastic Whippet price cuts which brought the greatest buying demand in the company's entire history. The sales growth continued throughout the year and each month saw the company establishing new sales records.

The demand for the Willys-Overland products surpassed the expectations of the executives and early in the year it was necessary to immediately launch into a program of expansion that would enable the production of a greater number of cars, each month finding the company with thousands of unfilled orders on its books.

Facilities were added in the various plants of the company in order to materially increase its car building schedules. This required the erection of plant additions and the installation of additional machinery. As the year wore on the company's daily car capacity was increased 5 per cent over the capacity of the previous year, and for the new year will be capable of turning out over 2,000 cars a day.

From the moment the Whippet price cut was announced, placing the Whippet cars in direct price competition with the lowest priced cars in America, the company was flooded with dealer applications from every section of the country seeking the Willys-Overland franchise. As a result the company's dealer organization during the year was increased by more than 50 per cent, and every indication tends to show that the new year will find a similar dealer growth.

**Exhaustive Tests**  
The work of redesigning the Whippet Four and Sixes was begun a year ago, during which time exhaustive tests and experiments were conducted by the Willys-Overland technical staff bringing to a point of perfection the exclusive mechanical features incorporated in the new cars.

The body designing was under the supervision of a man who is recognized as one of the foremost artists in the entire automobile industry and who is credited with the creating of the present day style of beauty and sparkling colors adopted by practically every car manufacturer.

Throughout the past two and one half years that the original Whippet has been on the market it has established an outstanding reputation for mechanical excellence. The company's decision to add to this mechanical superiority new and larger bodies of a type of beauty that sets a new idea of quality and artistry in the low priced field, places the Whippet models in a distinctly individual class as were the original Whippets two

and one half years ago because of their advanced features, new to the light car field.

Shipments of the new Superior Whippet models were begun early in December and found the company's vast dealer organization in an admirable position to launch into the new year's work, company officials declare.

**Auto Salesman:** What type of car do you like?

**Pedestrian:** None of 'em—I just came in here to enjoy being among a few that I don't hafta jump from.

**Daughter:** Mother, do you want me to put the parrot on the back porch?

**Mother:** Positively no! Your father is repairing the car in the back yard.

**Officer:** Hey! Where d'you think you're going?

**Mr. Meeker:** Be easy on me, officer. This is the first time I haven't had my wife along to tell me.

**Briggs:** I've lost my new car.

**Griggs:** Why don't you report it to the sheriff?

**Briggs:** He's the one who took it.

**POZNAN, Poland (AP)**—This city, claimed by patriotic Poles as the true heart of Poland, is preparing to surround the world with an international exposition in 1929. It is planned to show all aspects of Polish life, ancient and modern, with particular emphasis on the republic's progress during 19 years of independence.

**LUCKNOW, India (AP)**—A deputation of leading feminists of India have submitted a petition to the Simon Commission asking direct political representation for women.

Broadway is full of actors out of work. Another chance for Congress to pass some more splendid relief legislation.

**USED CARS**

**Dodge Sedan  
1925 Model  
Excellent Condition,  
\$275.00**

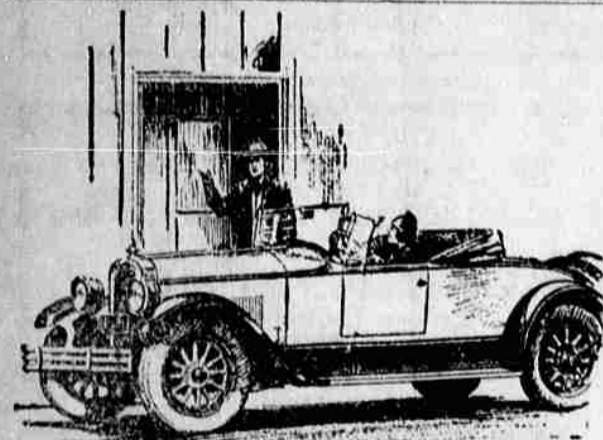
**1926 Dodge Sedan  
Looks and runs like  
new—\$500.00**

**Chrysler Coach  
Good rubber, runs  
good—  
\$350.00**

**1924 Nash Roadster  
Good Condition—  
\$250.00**

**1923 Ford Coupe  
Good running condi-  
tion—\$60.00**

**Smith's  
Garage**



**"Take it to the official  
AC speedometer service station  
—where you see that United  
Motors Service sign!"**

A speedometer is like a watch and should be adjusted only by those who know their business thoroughly.

Because we are an Authorized Service Station of United Motors we are best qualified to diagnose any AC speedometer trouble and make any necessary repairs. Our men have been specially trained and understand all details of the manufacture and servicing of AC speedometers.



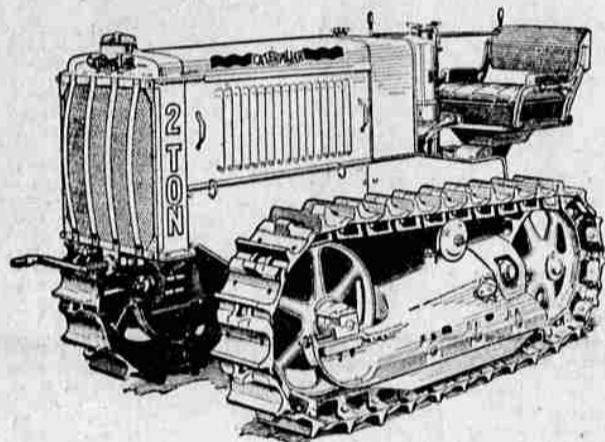
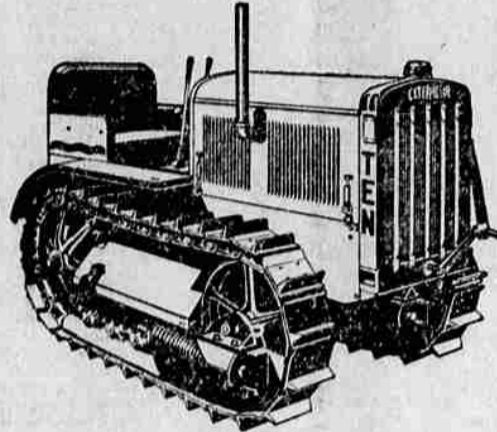
Don't let anyone else fool around with your AC speedometer. Bring it right to us!

**DALE COX**

# "Caterpillar" Prices Again Reduced!

When the Caterpillar Tractor Company was organized in 1925, succeeding the C. L. Best Tractor Company and the Holt Manufacturing Company, the new company announced a policy of building better tractors for less money. Since that time, constant improvements have been made in all models of the "Caterpillar" Tractor. Today's price reduction is the fifth within the

short period of four years.



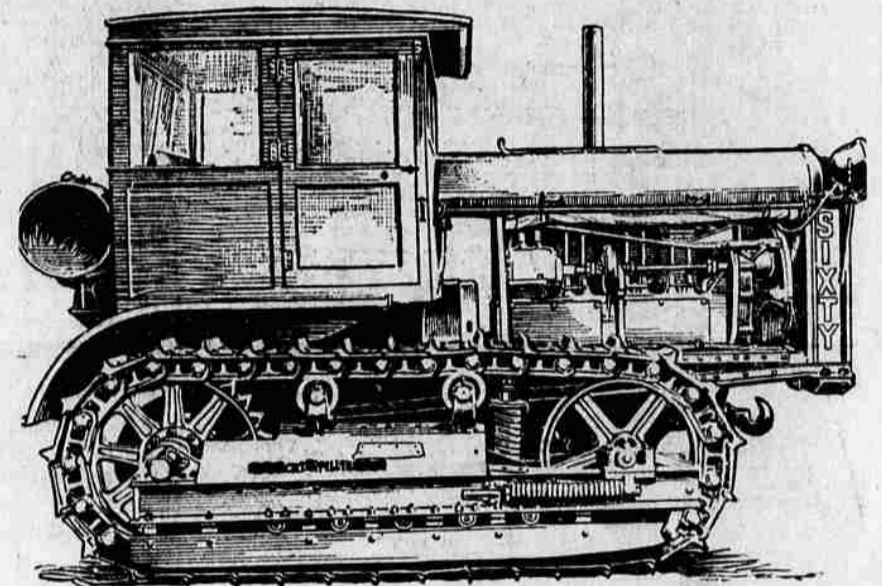
2-TON	Old Price	New Price	Reduction
Standard .....	\$1780	\$1590	\$190
Snow Special .....	2035	1845	190
Swamp Special .....	2080	1890	190

## The New "Caterpillar" Ten

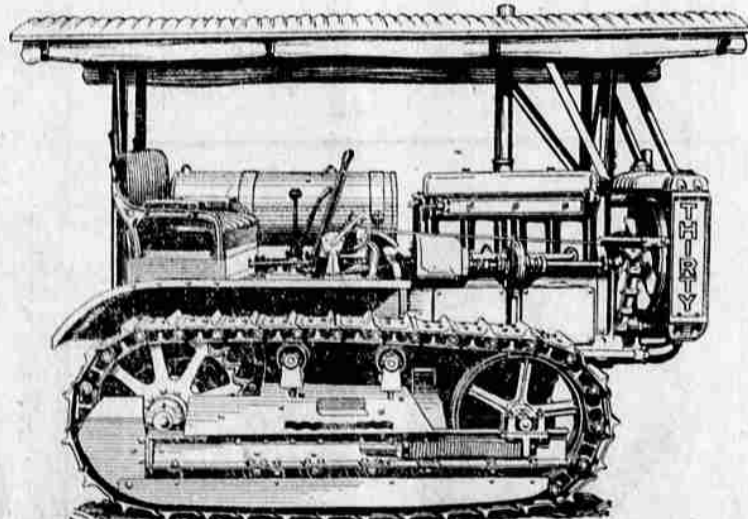
Quality ... Compact ... Track-type

THE "CATERPILLAR" TEN TRACTOR is a small tractor—that gives it definite special interest to thousands of power users who have wanted a tractor of this size. The Ten is a track-type tractor—that fact interests all power users, for all want a unit that can work on soft ground or in sand—a tractor that has positive traction, that doesn't slip, doesn't pack the ground—a tractor that lays its own steel tracks, rolls smoothly over them, picks them up and re-lays them, endlessly—a tractor that makes the greatest possible percentage of its engine power available at the drawbar.

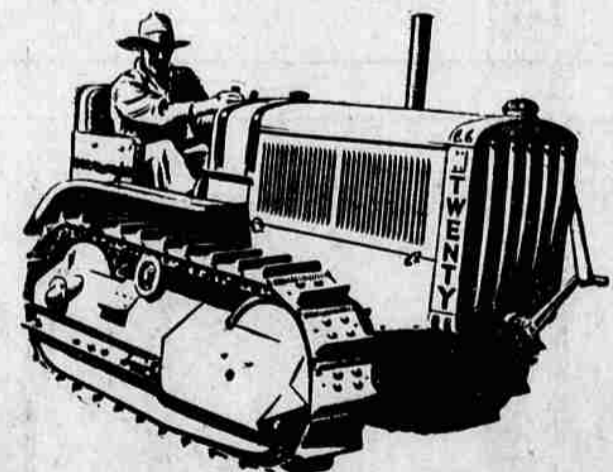
**Now \$1190 F. O. B.  
La Grande**



"SIXTY"	Old Price	New Price	Reduction
Standard .....	\$4790	\$4620	\$170
Snow Special .....	5290	5120	170



"THIRTY"	Old Price	New Price	Reduction
Standard .....	\$2745	\$2635	\$110
Cruiser .....	2740	2630	110
Snow Special .....	3195	3085	110
Hillside Special .....	3045	2935	110



"TWENTY"	Old Price	New Price	Reduction
Standard .....	\$2250	\$2100	\$150

# Bunting Tractor Co.

La Grande, Oregon

Boise, Idaho

