

### NEW OLDS SELLS AT LOWER PRICE

#### 1929 Models Include Several New Refinements and Improvements

Embellished by advanced styling and with even finer performance characteristics, the 1929 Oldsmobile is being introduced at new and lower prices. Desirable improvements without radical changes feature this latest Oldsmobile product, while the symmetrical lines, balanced chassis and powerful motor which have earned high recognition with the motoring public have been retained.

The complete line of body types now consist of seven standard models, all available in special and de luxe types. The line contains a landau sedan, four-door sedan, two-door sedan, sport coupe, landau coupe, sport roadster and sport phaeton. Six of the special models and two of the de luxe models are new additions to the line.

Coincident with the announcement of the new added features in Oldsmobile a price reduction was made. The new low prices include: Standard body types—two-door sedan \$375; coupe, \$375; four-door sedan, \$375; landau sedan, \$405. Throughout the year artist-engineers endeavored to increase the attractiveness of Oldsmobile. This they succeeded in doing without changing the fundamental lines which found such wide favor with the motoring public that Oldsmobile set new all-time production records.

Added refinements in design and appointments have enhanced the

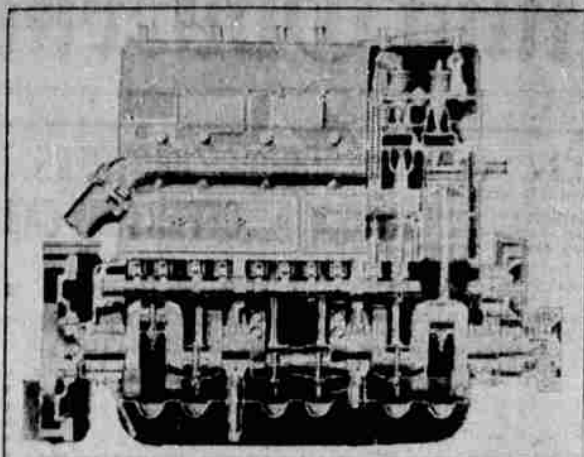
appearance of the 1929 Oldsmobile.

Manufacturing refinements and a few mechanical improvements have resulted in greater horsepower. The high compression engine now develops 62 horsepower and this added power has brought a corresponding increase in performance.

One of the major mechanical advancements incorporated in the 1929 Oldsmobile are fully machined, rifled drilled connecting rods. This drilling permits lubricating oil to be sent under pressure direct to the piston pins, giving the Oldsmobile full pressure lubrication. This feature heretofore has been a characteristic of high priced automobiles.

Other mechanical improvements include an adjustable fan pulley and a new improved steering gear which provides easier handling in traffic and parking.

### Hudson F-Head Motor Design



In the motor of The Greater Hudson, the combination of valve-in-head with valve-in-side principles—known as the F-head design—has been carried to additional power, the actual output having been raised from 50 to 91 horsepower.

### Chrysler Motors Vast New Force In Auto World

DETROIT, Jan. 19.—The far-reaching significance of recent Chrysler operations was not fully grasped either by the trade or the public until announcement was made here that the great group of manufacturing properties under the direction of Walter P. Chrysler is hereafter to be known as Chrysler Motors.

The purpose of this highly important move was tersely expressed by Walter P. Chrysler when he said:

"The one and only justification for a grouping of motor car properties is to render a better public service. Chrysler Motors will accomplish mutual efficiencies and savings which will give new benefits to the buyer of individual and commercial transportation in quality, service and economy. That is its sole purpose."

All of the products of Chrysler Motors are manufactured in one great group of plants and therein, Chrysler experience has proved, not the economic possibilities for overhead reduction, conservation of facilities and the application to all units of a common policy of purchasing, engineering and quality manufacturing.

Chrysler Motors manufacturing facilities and financial resources are so vast and their combined distributing agencies so numerous that every price class in every country in the world is supplied with a Chrysler Motors car.

## new lower prices PLYMOUTH

# Now \$655 AND UPWARDS

## ... Values Greater than Ever

Plymouth Prices Effective December 20th  
J. & B. Detroit

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

**EMPHASIZING** its value leadership, making it plainer than ever, are Plymouth's new lower prices representing savings of \$25 to \$40 on popular models.

Plymouth quality has not been changed in the least—it remains the same fine quality which has given this car an international reputation for economy of operation and upkeep.

In the lowest-priced field, Plymouth is still the outstanding full-size car giving ample room for five grown-ups; it is still the only car near its price equipped with weatherproof hydraulic four-wheel brakes;

it is still the one big buy at its price combining modern engineering improvements and performance with modern style and luxury.

See the Plymouth. Compare it, try to equal it among cars selling under \$850—and inevitably you will rank it first and foremost in every element that determines true motor-car value.

## L. W. Weeks

Watch Sunday's papers -- ANNOUNCING MOST SENSATIONAL SIX EVER BUILT

### Garage Gossip

**Buy Sedan—**  
H. B. Mumford, of La Grande, purchased a new 65 Chrysler sedan this week.

**Word Received Here—**  
A letter was received in La Grande yesterday by Mr. Jennings of Jennings and Shumate, from R. G. Peterson, formerly Oakland-Pontiac representative of Pendleton, Mr. Peterson is now in Butte, Mont., with Montana and Wyoming territory to cover. The weather in Montana so far has been no colder than that of La Grande. Mr. Peterson says. The other day he made a trip by automobile from Missoula to Livingston without the use of chains he reports.

**Mr. Goss Aways—**  
M. J. Goss of La Grande, Studebaker dealer, is in Portland this week on business.

**Buy Sedan—**  
C. C. Green, of Union, is the owner of an Essex sedan purchased this week at the local Hudson-Chevrolet garage.

**Mr. Curry Buys Car—**  
Roy Curry, of La Grande, bought a new Chevrolet coach six this week from the Blue Mountain garage.

**Buy Chevrolet—**  
Joe Sotgrass is the owner of a Chevrolet coach six purchased this week at the Blue Mountain garage.

**Record Number of Cars—**  
Fifteen new Fords were received at the Perkins Motor company this week.

### Increase Shown On Ford Output, Foreign Plants

Within a period of about sixty days between October and early December, production of the Model A in the foreign plants and branches nearly doubled. A total increase of more than 200 cars a day was achieved by these plants during that period.

Two Ford foreign plants will become full-fledged assembly plants during January and will completely assemble the Model A car. One is at Rio de Janeiro, Brazil, which has not as yet been used for car assembly, and the other is at Santiago, Chile, which heretofore has been considered only as a semi-assembly plant.

When in production the first-named plant is expected to build approximately 500 cars a month and the latter will make between 400 and 500. In the past, the Santiago plant has not assembled closed bodies nor has it done engine-line. The Rio de Janeiro plant was ready to start production just as the changeover was made to the Model A, and as a result did not actually begin to build cars.

Reports from Manchester, England, indicate that a tremendous production program has been laid out for the plant of the Ford Motor Company of England, Limited. The record made by the plant of 3,222 Model T cars during a single month in 1921 will be surpassed early this year. It is expected, and a steady average of around 170 cars a day maintained.

Early in October, Manchester was averaging about 24 cars a day and by December 1 had increased that figure to 160. Copenhagen jumped from 47 a day to 80; Antwerp from 39 to 51; Breslau from 25 to 41; Berlin from 25 to 42; Buenos Aires from 43 to 54; Sao Paulo from 18 to 26; and Yokohama from 18 to 28.

Mexico City, which started production only four months ago, has increased from 8 to 24 a day.

### Don't neglect that faithful servant under the hood

Give a thought to the AC Oil Filter on your car. It's always at work for you when your engine is running. Let us test it for you without charge.

Dirt in oil means wear. That is why you should have the oil filter tested regularly. An AC Renewal Cartridge makes it as good as new.

We can tell you very quickly whether or not a new Cartridge is needed. We can quickly install it for you if you say the word.



**DALE COX**  
Battery and Electric



### EXPECT BATTLE IN AUTO FIELD

(Continued From Page 7)

link, U. S. Rubber, Goodrich, Lee and others sharing the heat of it.

Lines of battle are less clearly marked in the accessory field, but battle.

Manufacturers will occupy a position, especially as regards the primary market, not unlike that of the tire manufacturers.

Wholesale mergers would occasion little surprise, although the war clouds in this area are shot with the silver lining of a growing demand for aircraft accessories thus brooding the market.

Speculations of the battle undoubtedly will be felt in the stock markets, with future price trends of securities of the warring companies presenting puzzles worthy of any economist. Maintenance of sales supremacy at prices which insure attractive returns to stockholders will be a problem, solution at which Wall Street will watch with interest.

**Stuttering and Singing**  
People who stutter can sing as well as those who are not, we are told, because the tone is definite and sustained, in speech the tone is gliding and indefinite. Let the stutterer sing his replies to questions and you will find he has no difficulty in doing this.

**Economy in Words**  
There is strength in short, ego words that say things economically.—Paris and Fresno.



We now cover EACH DUNLOP TIRE with this SURETY BOND

THINK of all the tire guarantees you ever heard of. Then double them and make them iron-clad. Then you have some idea of this new Surety Bond, backed by Dunlop AND the American Surety Company.

It is blunt. It says: "Your tire will run perfectly for 12 months or we stand the gaff."

No matter whether failure is due to accident, or collision, or blow-out, or misalignment, or stone-bruise, or road-cuts, or rim-smash, or side-wall injuries, or tube-pinching, or valve-tearing, or faulty toe-in, or under-inflation, We will either repair it free of charge, or you get a new tire at reduced price, depending on how long you have run the first one.

And no delay and no argument. You bring your Surety Bond back to us with the ruined tire and bang!... we settle the thing ourselves right here and NOW!

Of course we offer this Surety Bond only with genuine Dunlops. They are the only tires that are built strong enough and fine enough to make possible a Surety Bond, especially one as liberal and sweeping as this is.

Come in and read a copy. You will want to know all about this Surety Bond before you buy another tire.

{ Dunlop's new Winterized Tires now in stock... This does away with Chains }

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