

BUNTINGS HOME FROM LONG TRIP

Attend Caterpillar Tractor Company Convention in Peoria, Illinois

C. W. Bunting and Clyde E. Bunting of the Bunting Tractor company of this city have just returned from the Caterpillar Tractor company convention at Peoria, Illinois. They report a very interesting trip. The Caterpillar Tractor company's convention this year was known as the first international convention of the Caterpillar dealers. It was attended by representatives of every dealership in the United States and Canada as well as a number of foreign dealers. The international aspect of the convention added interest to it according to the Buntings. C. W. Bunting, president of the local firm, states that the vast growth of the Caterpillar Tractor company was a big surprise to him. A trip through the factory required four and one-half miles of travel which will convey some idea of the size of the Peoria plant. It was announced at the convention that next year a similar inspection trip would require nine miles of travel which will convey some idea of the expansion program the company is putting into effect.

Features of Convention
The features of the convention was the introduction of the new Model Ten tractor. This model was carefully inspected by all of the delegates, who were unanimous in pronouncing it a fit companion to the larger models of the "Caterpillar" tractors that have made history throughout the world. Production has just started on the Ten, and it will be a few weeks before the first shipments of this model will be received and displayed locally. However, complete descriptive literature, including specifications and prices are available in the offices of all "Caterpillar" dealers. Another feature of the convention was the announcement of a substantial price reduction in all models of the "Caterpillar" tractor. This is in compliance with the fact that better "Caterpillar" tractor company announced at the time that they succeeded the Holt and Best Tractor company, to the effect that better "Caterpillar" tractors would be built to sell for less money. The recent reduction represents the fifth cut in prices since the Caterpillar Tractor company was organized four years ago. The price reductions have been made even in the face of a constantly improved product according to the local dealers.

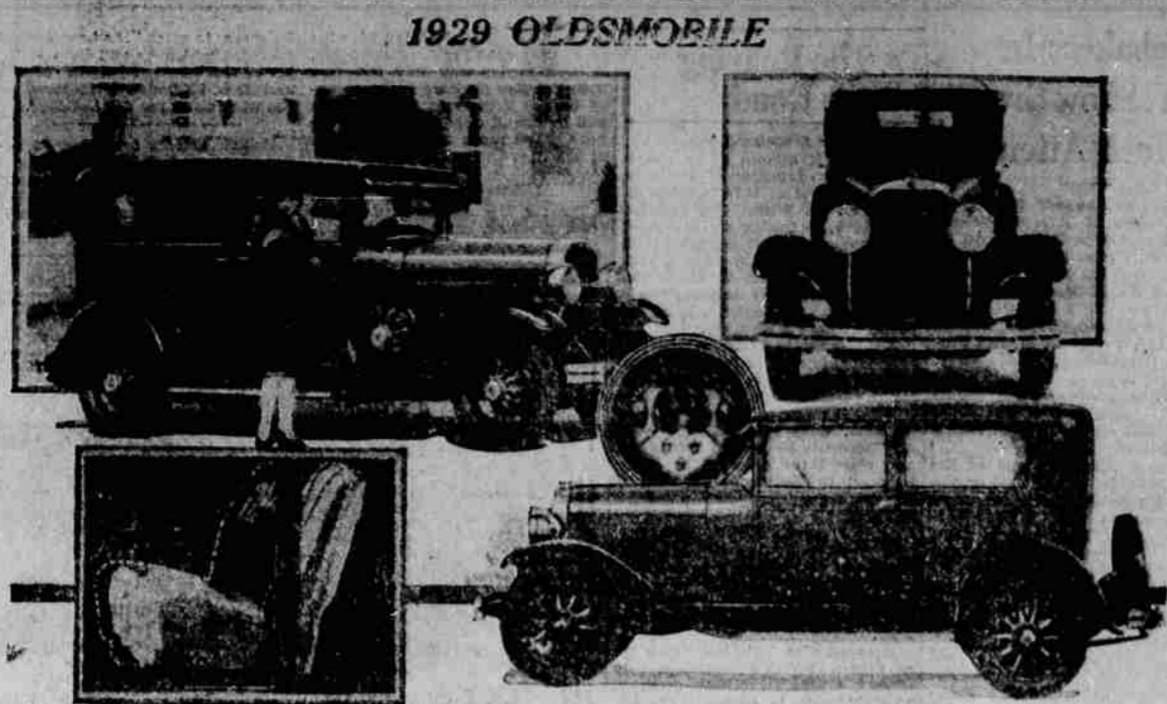
Visit in Minneapolis
In addition to attending the convention at Peoria, the local representatives visited Russell Grader Manufacturing company's plant, in Minneapolis. This firm has recently been acquired by the Caterpillar Tractor company, and will operate in the future as the road machinery division of the Caterpillar Tractor company. Future operating plans of the Russell plant call for improved road machinery tools built especially for use in connection with the "Caterpillar" tractors to sell at lower prices than have prevailed in the past. Substantial price reductions are already in effect on the Russell line of road machinery. This line together with Holt combined harvesters which are built by the Caterpillar Tractor company will be marketed by Caterpillar dealers along with the "Caterpillar" tractors in the future. Calls were made by the local representatives at the factories of the Atkey-Truss Wheel company in Chicago, and La Plante Choate Manufacturing company, at Cedar Rapids, Iowa, both of which firms manufacture equipment especially designed for use with "Caterpillar" tractors. It is reported that the latest products of these firms will even further increase the field of usefulness of the "Caterpillar" tractor.

C. W. Bunting is particularly outspoken in his praise of the Union Pacific railroad on which the trip was made. He states that it was a pleasant surprise to find the convenience and punctuality afforded by the Union Pacific Portland Limited train, that the citizens of La Grande can be justly proud of the part played by this community in making the Union Pacific system what it is.

No Compromise Needed Now In Car, Body Style

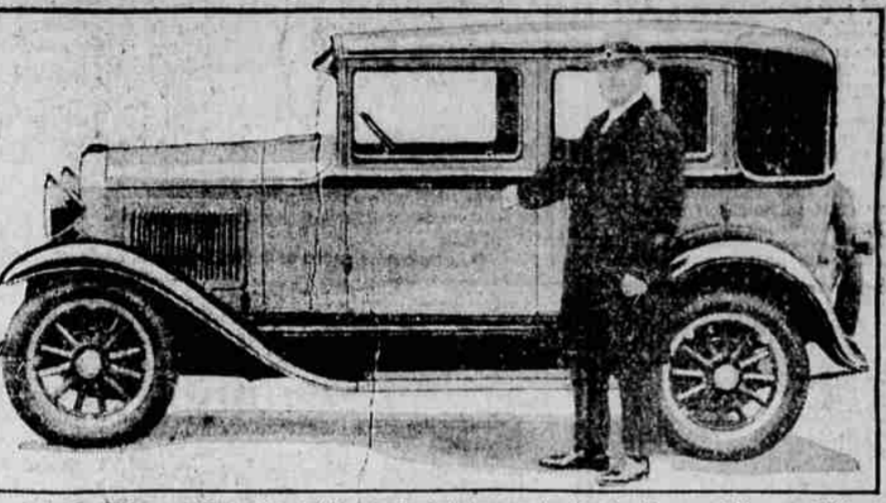
No longer is it necessary for buyers in the lowest price six cylinder field to compromise between their desire for a six and their desire for body style, comfort and excellence, says H. J. C. Henderson, sales and advertising manager of the Fisher Body corporation. In the new Chevrolet six, he points out, a body of composite wood and steel construction is offered for the first time in automotive history on a six cylinder chassis in the lowest price field. This remarkable combination of mechanical and body excellence, he adds, would have been considered impossible of attainment a few years ago. In the past it was taken for granted that the purchase of a low priced six necessarily involved the sacrifice of quality body construction.

Through General Motors, Fisher Body has solved the problem of combined body and mechanical excellence in the low price six cylinder field. The Fisher body of the new Chevrolet six is possible only by reason of the vast resources, the unparalleled machinery and manufacturing methods, and the long experience of Fisher Body Corporation in producing bodies of surpassing reputation.



Top left—New de luxe four-door sedan. Right—Front end showing new nameplate, lamp supports and crest. Lower left—New Fisher adjustable front seat, dotted lines show forward position of seat. Right—Two-door sedan. Center—New Oldsmobile convertible crest.

WORLD'S LOWEST PRICED SEDAN



John N. Willys, president of the Willys-Overland Company, standing beside one of the new Whippet Four Sedan models. This model is conspicuous in the four-cylinder field since it is the lowest priced sedan now offered by any company to the public. The presentation of the new lines of Whippet fours and sixes is designated as the greatest achievement in Mr. Willys' history, bringing high priced car value and beauty to the low priced field.

ESSEX THE CHALLENGER



NO EVADING THIS CHALLENGE
76 ADVANCED FEATURES
Here is a challenge that rings with fulfillment. Its bid is to all who would own the best, and no car is excepted. In Fast Getaway—against the champions of any price class. In Speed—anything the road offers up to 70 miles an hour. In Endurance—60 miles an hour all day long is being proved by thousands. In Hill-climbing—give it the hardest task you know. In Size and Roominess—match with big cars of large passenger capacity. In Appearance and Smartness—compare it with the costly cars, in which high price is paid for just those things. In Economy—against small light cars, whose chief appeal is economical operation, and which do not contend for performance distinction.

These are but a few of the 76 advanced features which a million Super-Six owners are appraising in Essex the Challenger. Come examine and drive it. It will not only win your endorsement, but challenge your ownership interest against any value that motor-dom may offer.

Ledbetter Garage
Adams Ave.

Demand Causes An Increase In Hudson Output

So great has been the demand for the new Greater Hudson and the Essex Challenger that the company has been compelled to further increase its already record breaking production schedule. The amended schedule which has been announced by Courtney Johnson, general sales manager, calls for 27,000 cars in January, 37,000 in February and 45,000 in March or a total of 109,000 cars during the first quarter. This schedule is the largest ever planned for Hudson-Exsex, being far in excess of the largest quarter during 1928, which year saw the company advanced to third place at the National Automobile Show and to top position among the manufacturers of six cylinder cars. "The demand," says Mr. Johnson, "exceeds even the most optimistic hopes of the company and comes from every section of the country."

Able and Rheba sat all evening without speaking. They were holding hands.

DURANT MOTORS SELECT LEADERS

F. J. Haynes, Former Dodge Brothers President, Assumes Head

NEW YORK, Jan. 19 (AP)—Election of F. J. Haynes, former president and chairman of the board of Dodge Brothers, as president of Durant Motors, Inc., was announced Thursday. Haynes succeeds W. C. Durant, who recently announced that he was relinquishing the management of the corporation. The new president was elected at a meeting of the Durant board of directors at which Ralph A. Vall, former director of engineering and production of Dodge Brothers, was named vice president in charge of engineering and production, and John A. Nichols Jr., former vice president in charge of sales of Dodge Brothers, was named secretary-treasurer. The new group will assume full management of the company immediately, bringing back under one fold the principals chosen originally by the late John F. and Horace E. Dodge to direct the formation and development of Dodge Brothers.

Indications that an important change in officials of Durant Motors came several days ago following a meeting in New York. The advent into the Durant executive personnel of a group of outstanding executives who formerly managed one of America's

largest automobile plants was rumored at that time, but definite announcement was not made until Thursday.

Durant officials believe this forecasts an instant and great increase in sales volume for Durant products, although in 1928 Durant broke all previous sales records.

Senate debates are often highly educational. Motor bodies usually possibly in the trial testimony. Female pilot artists, have so recalled what a wide range of activities the expression "self-defense" covers.

It is a striking coincidence that "American" ends in "I can."

ALCOHOLISM
We are prepared to test your radiator, to see just how much cold it will stand. The fact that you have put it in don't insure you that it won't freeze. Maybe it has boiled out. Let us do this for you. In fact, better start the New Year right.
Let us service your car.
VELTEX WINTER GAS.
Central Service Station
1301 Jefferson St.
Valley Filling Station
Island City Road.
Across from Stang's Mill

THE REMARKABLE NEW "FINGER-TIP CONTROL"

Greater beauty and improved design in new Whippets and Willys-Knights
The ultra-modern lines and larger bodies of the new Superior Whippet are winning the enthusiastic praise of Four and light Six buyers, while the new style Willys-Knight Six is the largest, most beautiful and most powerful Knight-engined car ever offered at so low a price.
See and examine these superb cars without delay! An immediate order will aid in early delivery.

What it means to you in driving convenience and safety

Willys-Overland is the first producer of automobiles to equip all its passenger cars and commercial vehicles with the wonderful new "Finger-Tip Control."
A single button, conveniently located in the center of the steering wheel, controls all functions of starting the motor, operating the lights and sounding the horn.
This fundamental improvement does away with all troublesome foot fumbling for the starting button. You can keep your foot always on the brake when starting or re-starting on a hill—an obvious safety advantage of major importance.
"Finger-Tip Control" also avoids changing from the comfortable driving position to reach a light switch on the dash. You can at all times keep your eyes on the road, and the hand that operates the button flashes back to the rim of the wheel in any steering emergency.

WILLYS-KNIGHT
WILLYS-OVERLAND, INC., Toledo, Ohio
Gettings & Hanks
Jefferson Ave.