

World's Easiest Driver Control

Houdaille Shock Absorbers

7-Bearing Crankshaft

Front and Rear Bumpers



Twin Ignition Motor

Bijur Centralized Chassis Lubrication

Costly Car Interior Finish

Refreshing Comfort

Advanced Six "400" Sedan

\$17.95

Delivered Fully Equipped.



The New NASH "400"

is the only car with *all* these outstanding features as regular equipment at no extra cost

NASH LEADS THE WORLD IN MOTOR CAR VALUE

McKennon Nash Motor Co.

806 Adams Avenue,

Main 650.

LOOK OVER OUR WANT ADS FOR BARGAINS

Sales Meetings Over Nation Is Chevrolet Plan

In order to get 1929 sales program directly before its dealer and factory selling organization, the Chevrolet company is again sponsoring its annual spring series of nation-wide sales meetings, the first of which took place in New York City a few weeks ago.

This year the meetings are to be divided among three crews, each embracing a personnel of five factory executives, all of whom are specialists in some phase of merchandising. Heading the crews will be R. H. Grant, vice president in charge of sales; H. J. Klingler, general sales manager; M. D. Douglas and D. E. Halston, assistant general sales managers.

The itineraries of the crews carry them to every key city in the country so that none of the 25,000 persons who compose the factory and dealer selling organizations will have difficulty in learning Chevrolet's 1929 sales program from the lips of the men who devised it. Tentatively this program has as its goal the sale during 1929 of 1,225,000 units, the largest annual quota ever established by the world's largest builder of automobiles.

Thirty-five cities are included in the three itineraries, the last meeting being scheduled for Denver, Feb. 29. Each meeting will be concluded in the course of two days and the program will be identical. There is a three hour afternoon program which is followed by an elaborate evening banquet and ample time is provided for dealers to take up their individual problems with the factory officials.

More than a carload of scenery, props, stage properties and special lighting equipment are necessary for the presentation in each city. The services are also required of a specially trained show crew to direct the work behind the stage so that in front of the footlights the dealer organization may witness the most impressive and instructive stage show ever sponsored by any company in the industry.

Drives Car To North America From Far South

The first motor trip ever made from South America to North America has been completed by Jose Mario Barone who started from Rio de Janeiro on May 29, 1927. He crossed the Texas border January 4, 1929 and continued north to Chicago, thence east to the Atlantic seaboard.

This inter-continent jaunt had never before been accomplished.

though several times attempted. Yet Barone optimistically started on a trip that was to take him 29,000 miles across two continents with a 5-year-old Studebaker Tourer that had already traveled more than 100,000 miles!

Barone rolled southward through Sao Paulo and the coffee plantations of prosperous Brazil to Montevideo, capital of Uruguay. Then a swing around the great bay to Buenos Aires, metropolis of the continent and chief city of Argentina.

On June 21, the adventurer and his veteran Studebaker headed north over the plains of the Argentine. Eighteen days later, after driving through deep snow crossing the Andes 12,900 feet above sea level near Tres Cruces, Chile, the trail blazers were triumphantly received in LaPaz, capital of Bolivia.

Working northward—working is the word when one must frequently build his own road to get through at all—Barone and his 1922 Studebaker faced the unknown hazards of jungles, deserts and mountains. He crossed the Andes again—nearly half again as high as the Rockies—and reached the western coast of South America near Lima, Peru. Then on through Ecuador and Colombia to Panama and the Canal Zone, Costa Rica, Nicaragua, Salvador, Guatemala and Mexico. Comparatively speaking, the most hazardous part of the trip was encountered in Ecuador, Colombia and Central America.

England Likes Essex Super-6, Hudson Models

DETROIT, Feb. 2.—More than one third of all the American automobiles imported into England were Essex Super-Sixes, and Hudson-Essex cars combined led all other American cars imported into Europe, according to the official figures for 1928, published by the Automotive Trade Commissioner in Paris.

"That we were able to establish such a record is a tribute to the ability of the American manufacturer to meet European standards of excellence and offer price advantages that could only be obtained by large production methods and the purchasing advantages which huge resources bring about," said J. S. Draper expert trade manager for Hudson.

Mr. Draper, who for years advo-

GARAGE GOSSIP

Attends Meeting—

H. G. Hettick, of the Perkins Motor company, returned Wednesday from Portland where he attended a salesmen's meeting held under the auspices of the Ford company there. Richard Craik, of Portland, was in charge of the meeting which was attended by about ten salesmen.

Mr. Mann Visits—

R. E. Mann, of San Leandro, Cal., credit manager for the Caterpillar Tractor company, was a visitor in La Grande this week at the Bunting Tractor company.

Service Men Return—

Charles Smith and John R. Stewart, service men for the Bunting Tractor company, have returned from Pocatello, Ida., where they went on business for the company.

Buys Oldsmobile—

W. C. Kelly, of La Grande, is the owner of a new Oldsmobile sedan purchased from the Oldsmobile Sales company here.

New Fords Arrive—

The Perkins Motor company has received two shipments of cars this week. They include one taxi

cated that the men sent abroad to represent American industry should be fully equipped to embrace the customs of the countries they were sent to and respect their traditions, feels that a great deal of the credit for America's rise in the export trade should be given to our representatives abroad.

"For years," says Mr. Draper, who is acknowledged to be an authority on export matters, "it was said in practically every foreign country that an Englishman's word was his bond. That fact alone had much to do with Britain's supremacy."

"It provided a tremendous sales insurance for England and a great sales resistance to the American abroad who did not meet the situation as tactfully as he might have. Today, however, because in recent years our salesmen abroad have been as competent, as trustworthy and as well equipped, commercially and socially, to meet all competition, we have reached heights never before approached."

cab, a model A panel delivery, two closed cab pickups, two two-door sedans, one standard coupe and two four-doors.

Mr. Gettings In—E. C. Gettings, of Gettings and Hanks, Willys-Whippet dealers, was in town from Elgin yesterday.

Buys Chrysler—J. Jordahl, of La Grande, pur-

Studebaker's COMMANDER

finer, more beautiful than ever . . . at a still lower price!

\$1350 at the factory



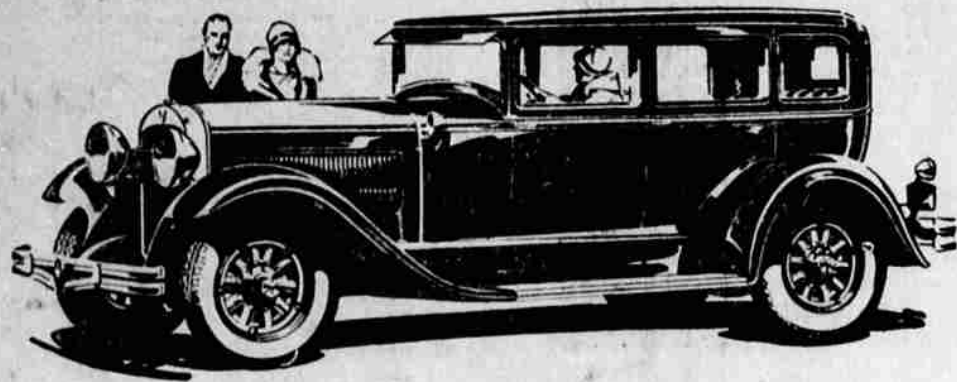
New COMMANDER BRUHAM for five, \$1325, at the factory. Six wire wheels and trunk included. Spare tires and bumpers extra.

THE colorful coachwork of the new Commander interprets the speed and tireless energy, the eagerness, and power of this famous car. Windshield is non-shatterable safety glass. Steering wheel is steel-cored, unbreakable. A score of betterments enhance the speed and spirit and stamina that made this great car champion six of the world.

39 Studebaker-Erskine models—\$835 to \$2575 at the factory

M. J. GOSS

The GREATER HUDSON



and Motordom calls for LARGEST HUDSON output of all time

Already in response to the public's demand, production of the Greater Hudson has been increased, and then increased again—by far the largest schedule Hudson ever found necessary.

In their own words, by their marked and recorded ballots, motorists by tens of thousands are telling us the Greater Hudson is truly the greatest of all time.

Voting in every Hudson salesroom in the country, these enthusiastic multitudes have piled up the most convincing endorsement in Hudson history. Perhaps even more important, they have bought these beautiful new Hudsons in such numbers that we must make thousands more of them to insure prompt delivery.

Every experience and suggestion of the

world's largest 6-cylinder ownership is incorporated in the 64 improvements of the Greater Hudson.

As co-authors of these creations the 1,000,000 Super-Six owners are naturally first to want to see, inspect and drive them. It is particularly interesting to observe their special satisfaction in the numerous body improvements. In comment, these important developments in body design and appointment, fully-equal the more dramatic qualities of the more than 80-mile-an-hour performance.

They definitely set Hudson apart from like-priced cars, just as Hudson performance stands alone among all cars.

Come, see and drive the Greater Hudson. We believe one ride will make it the car of your choice.

\$1095 and up—at factory

Standard Equipment includes: 4 hydraulic shock absorbers—electric gas and oil gauge—radiation shutters—saddle lamp—windshield wiper—rear view mirror—electrolock—controls on steering wheel—all bright parts chromium plated.

Standard wheelbase
Coach, \$1095; Standard Sedan, \$1175; Coupe, \$1195; Roadster, \$1250; 5-Pass. Phaeton, \$1350; Town Sedan, \$1375; Convertible Coupe, \$1450; Landau Sedan, \$1500; Victoria \$1500.

Long wheelbase
5-Pass. Club Sedan, \$1850; 7-Pass. Sedan, \$2000; 7-Pass. Limousine, \$2100.

"Build Us An Outstanding Tire at a Moderate Price!"

—and Goodyear engineers now answer this difficult challenge with dramatic success

The New Pathfinder

Time after time, the history of tire-building has been illuminated by Goodyear achievements in quality.

Now Goodyear announces a new achievement—an economic triumph—in the field of low-price tires!

It offers to the American motorist who wishes to pay a moderate price for his tires, a tire outstandingly superior in quality and value—the new Goodyear Pathfinder.

Just look at the illustration of this new tire. See how massive and rugged it is. See how deep-cut and handsome is its thick and sufooted tread. In appearance and construction, it's a real Goodyear through and through.

In the manufacture of this great new Goodyear-Pathfinder, no effort has been spared to produce a balanced tire, with all parts equally double.

The body is made of genuine Goodyear Supertwist cord, the matchlessly elastic vitality of which insures against premature fatigue or failure.

The heavy tread of special Goodyear pattern is wide—designed for slow, even wear—and it embodies also an exceptional degree of traction and non-skid protection.

The materials in this tread reflect the same principles of rubber toughening as distinguish the famous Goodyear All-Weather, and every rubber-mill batch of material is tested and controlled to the strict Goodyear standard.

Do not make the mistake of considering this new Pathfinder a "second-line" tire because of its low price. It is "first-line" quality and superior in most cases to the highest price tires built by many manufacturers. Built in both High-Pressure and Balloon sizes. Goodyear Dealers stand ready to back up the tire's merit with their on-the-ground, money-saving service.

Try the new Goodyear Pathfinder and see how much farther your tire money goes than ever before!

GOODYEAR

The Greatest Name in Rubber

W. H. Bohnenkamp Co.

Ledbetter Garage

Adams Ave.

Hear the Radio program of the "Hudson-Essex Challenge" every Friday Evening