

PREDICTS GREAT
YEAR FOR AUTOSSales of Cars in Oregon
Show Big Increase in
First Month of 1929

PORTLAND, Ore., Mar. 9.—If the number of new cars sold in January, over January of 1928, is a barometer of conditions, then 1929 should be a banner year in the automotive trades in this state.

Sales records compiled by the Oregon Motor Register company and published in "Motor Register" show an increase of 1540 sales, 1929 cars having been sold in January, 1928, and 3449 in January of this year. The gain in Multnomah county alone was 527, an increase of nearly 75 per cent. Every section of the state, however, participated in this good business, only one county, Columbia, showing a loss and that was very small.

While it is evident that this increase is largely due to the fact that Ford had no cars to sell a year ago, and this year delivered 1300 new cars, nevertheless that does not account for all of the increase, nearly every line showing a gain over January of 1928. Considering the fact that weather conditions were not at all favorable this pleasing increase in business is very reassuring to dealers throughout the state.

GLEASON TO TRY AGAIN
Jimmie Gleason of Philadelphia, who was injured at Salem October 12, has the cast removed from his foot and says he has the urge to jockey a whizzing metal steed around the famous brick course at Indianapolis. He has almost completed plans for a car to be used in the Indiana classic. Jimmie was within sight of victory last year when motor trouble put him out of the race, which he was leading.

LEGISLATURE TAKES HAND
A bill has been introduced into the Indiana legislature by State Senator Ralph Adams of Shelbyville, providing for the appointment by the governor of an inspector, and for the licensing of automobile dirt-tracks and speedways one mile or less in length. The provisions of the bill parallel the safety requirements of the AAA contest board, the governing body of automobile racing in the United States.

Jones was never an early bird at the office. One morning his boss exclaimed: "Late again! Have you ever done anything on time?" "Yes, sir," was the meek but prompt reply. "I purchased a car,"—Motorland.

Effect Of Weather On Car
Performance is Closely Studied

Weather changes are studied closely by motor car manufacturers as they affect the functioning of automobiles. The elaborate weather bureau (above) maintained by General Motors is considered an important part of its proving ground equipment. O. T. Krenser (inset) is in charge of the laboratory.

By WILLIAM E. BERCHTOLD
(Associated Press Automobile Editor)

DETROIT, (AP)—Every motor car owner has his own ideas about the effects of weather on his automobile, but the manufacturers must have definite scientific data on weather effects if they are to build cars for all-weather use.

Weather bureaus, consequently, have become an integral part of the outdoor laboratories or proving grounds used by manufacturers to test their products and keep tabs on the industry by testing competitors' products.

If the sun passes under a cloud for an instant, the weather men say it has an immediate effect on carburetion on high compression motors. Wind has an important part in increasing or decreasing the speed of a car. Temperature affects the functioning of automobile engines.

The elaborate weather bureau

maintained by General Motors at its proving ground near Detroit is representative of the highest development in the study of weather conditions as affecting the performance of automobiles.

Here the engineers are interested in learning the detailed comparative performance of every motor car on the market in the United States or abroad. It is necessary, therefore to control every variable which might attempt to insert inaccuracies into the comparative tests.

The weather itself cannot be controlled, so the motor car engineers have done the next best thing by obtaining a minute record of weather conditions at all times and making allowances for each particular condition when the reports are compared.

O. T. Krenser, who is in charge of the company's outdoor laboratory, says that the slightest variation in weather is compensated with mathematical exactness. One instrument records the exact wind velocity instantaneously, so the effects of air resistance and wind on the speed of cars can be studied.

Another instrument keeps tabs on the sun, and makes a record whenever it hides behind a cloud or is obscured by fog or rain. Temperature, humidity, rain fall and all other conditions are carefully recorded.

LOCAL GARAGE
INSTALLS NEW
EQUIPMENT

That day is passed—that day when mechanics crawl underneath the automobile and lying on their backs, deriving the full benefits of oil and grease showers before it's time to take the Saturday night bath, working in the darkness of the automobile where room is cramped and light is dark. Those days are gone. At least they are at the La Grande Motor company.

Soon there is to be installed in this Oakland-Pontiac garage a new device, a Curtis Rotating Auto Lift, oil-lubricated, which will raise up the car from the floor of the garage to a sufficient height to make it possible for the mechanic to stand up as he works on the car, greasing and oiling it.

The lift works as a barber chair. By turning on an air valve, upward the lift soars with the car on top. It takes one minute to make the ascension and two to descend.

The installation of the entire new oiling and greasing equipment is to be done at a cost of about \$600 and will make the service of the La Grande Motor company one of the most up-to-date in the state.

"We will be fully prepared to take care of all oiling and greasing jobs," the officials of the company announce.

GEMS USED IN
NASH MOTORS
CO. FACTORY

KENOSHA, Wis., Mar. 9.—Hundreds of precious jewels, in addition to diamond tools employed in steel cutting and boring, enter into the precision manufacturing processes demanded by C. W. Nash in his Nash Motors plants.

They play an important part in the close inspection operations where dimensions to within one-millionth of an inch—the closest and most accurate measurement known—are used in producing the "Gem" Series of Nash cars.

Light waves, too, utilized in the special master gauge which forms the absolute in Nash precision, are employed in this interesting measurement. It was disclosed by engineers today. The master gauge is used to test and regulate more than three hundred gauges used in the plants and is one of the most

P. L. SEE WILL
TAKE COURSE
IN CALIFORNIA

P. L. See, who has been with the Western Auto Supply company in La Grande for some time, will leave this city either tomorrow or Monday for Los Angeles, where he will enroll in a three-week course in a managers' training school, it was announced today.

It is said that Mr. See will get a new store following the completion of the course. Mr. See has been in La Grande for three years and has a wide acquaintance of friends. He is married and has one child.

An official of the Western Auto company said that Mr. See is "well deserving of advancement."

Interesting instruments developed in modern motor car manufacturing. It regulates the working gauges which, in turn, have jewel bearings—a super accuracy feature said to be an exclusive Nash safeguard.

To utilize light waves, special lenses are brought into play and light is projected on the gauge to be inspected as compared with a perfect master model. Any variation in the size of the two objects produces light rays, each indicating a millionth part of an inch. If there are no light rays visible, the tester knows that the working gauge is positively accurate and that the motor parts it measures will also be accurate.

STIFF TESTS ARE
GIVEN ESSEX CARLocal Dealer Takes Part
in National Week; Main
Test on Steep Hill

Backing the militant Essex slogan to the limit, Ed Ledbetter, Hudson-Exess dealer, staged an "Essex Challenge Week," ending today, during which Essex the Challenger models were submitted to every conceivable test.

The main test was to start down the Sixth street hill from the court house at 25 miles an hour, then apply the smooth Essex four-wheel brakes so that the car slowed down on the steep grade to less than 10 miles per hour, then turning around at the bottom of the hill and going back up in high.

The Essex was then driven over to the normal school on the rough gravel road with an astonishing ease and lack of discomfort for the occupants of the car.

71 Miles Per Hour
The car then went out on the wavy, blacktop highway east of La Grande and, against a light wind, the Essex leaped forward and the speedometer showed 71 miles per hour. An Observer representative was a passenger in the car during these tests.

This was part of a national "Es-

sex Challenge Week," in which every dealer of the vast Hudson-Exess organization took part.

The "Challenger" slogan was first conceived when test after test revealed that the 1929 Essex, with 76 improvements, was matching much more costly cars on every count, says Mr. Ledbetter, local dealer.

In speed, performance, easy riding, fast get-away, quick and certain braking and gasoline consumption, the new car so astonished dealers and distributors who had gathered at the factory in Detroit for private showings and demonstrations, that one distributor enthusiastically remarked that the new Essex could challenge anything.

Thus the militant title "Essex the Challenger" was born. Following the introduction of the car, a system of balloting was introduced whereby every prospect, following an examination of the car and a demonstration run, was invited to vote. The ballot was not a blanket ballot but one upon which every voter had an opportunity to single out his likes and dislikes and vote as he or she wished. No signature was necessary and the ballots were cast in a sealed box.

Few Negative Votes
Upwards of half a million votes have been cast—and, the factory reports, only a few are negative, and they were more constructively critical on minor points than anything else.

During Essex Challenge Week, the general public was given an opportunity to judge for itself how

New Record For
Model A Ford In
January, Report

New production records for the Model A were achieved by the Ford Motor Company during January, 1929, and sales figures as shown by car registrations thus far received are equally interesting. For example, out of a total of 5,313 cars registered in Wayne County, Michigan, in which Detroit is located, 2,163 or 40.6 per cent were Model A. The next nearest car totaled 971. During the banner years of 1924-25-26 the average percentage of Ford sales in the same county was 39.3.

The January total for world production of the Model A was 153,786 cars, of which 132,978 were built by domestic plants, 16,765 comprised the foreign total, and 10,043 was the figure for Ford of Canada. Previously, the biggest single month for the Model A was October, 1928, during which 128,016 cars were built. Within three months from that time a gain of approximately 30,000 cars in the total was attained, an average increase well justified is the Challenger slogan.

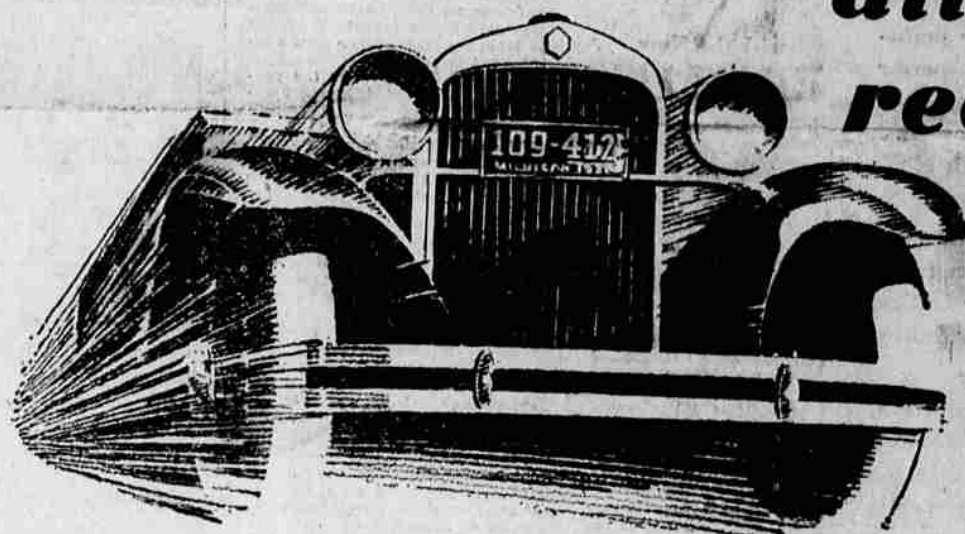
Essex sales for January established a new high record for the month, a Detroit dispatch states, and the factory is now on a schedule which calls for 37,000 cars in February, another new record.

Registrations for January in Cook County, Illinois, in which Chicago is located, have also been received, and show that 3,325 Model A cars were sold during the month as against 816 for the next nearest car. The Ford figure was 33.6 per cent of the total registered for the month, 5,974. This compares with the Ford average per cent during the years 1924-25-26, 34.3 per cent.

INDIANAPOLIS ENTRIES
Bill Albertson, better known on the eastern dirt tracks as "Wild Bill," has filed an entry in the Indianapolis 500-mile classic May 30. It will be his first start in the "American Grand Prix" and while he is not unfamiliar with speedways, it will be his first shot at real fame and glory. Bill comes from Penn Yan, a small town in upstate New York.

KEECH ON PACIFIC COAST
Ray Keesch, who a year ago was making history on the beach at Daytona, Fla., where he set the present world speed record of 207.552 miles an hour, is now on the Pacific coast. He plans to visit the Miller Engine works and may investigate the possibilities of obtaining a new car to campaign on the speedways this year.

VARYING MENTALITY
"The motorists sure come thick and fast these days, don't they, officer?"
"Yes, but some drivers are thicker than others."

ESSEX
the CHALLENGER...sets
all these
records....during Nation-wide
CHALLENGER WEEK

Down the 6th street hill, turn around at the bottom and then go back up on high, out on the wavy blacktop highway around the curves at 50 miles then up to 71 miles an hour. Essex did these things right here in La Grande, a standard 4 door sedan. A challenge to all others.

Above we show some of the local records, officially observed by newspaper men, which Essex the Challenger established during Nationwide Challenger Week. Owners here, and owners by thousands all over the country, have duplicated these tests, or, at least, verified the capacity of their own Essex the Challenger to reproduce any or all of these proofs.

IN FAST GET-AWAY—no car is excepted. IN SPEED—anything the road offers up to 70 miles an hour. IN HILL CLIMBING—against any car you choose. IN APPEARANCE—match it for smartness with costlier cars. IN EASE OF DRIVING—note smoothness of motor—ease of steering—roadability and effectiveness of brakes. IN ENDUR-

ANCE—60 miles an hour all day long is well within its range.

One million owners know the special advantages of the Super-Six. They are best qualified to compare the Essex the Challenger. To them we offer first opportunity to test the most powerful, the largest, roomiest, smoothest, easiest riding—most complete Essex ever built. But all motor-dom must be astounded that even with seventy-six notable improvements, the price is the lowest in Essex history—a price but little above the lowest-priced car on the market.

Watch ESSEX the CHALLENGER

Hear the Radio Program
of the "Hudson-Exess Challenger"
every Friday Evening

Ledbetter Garage

Adams Ave.

The GENERAL TIRE
—goes a long way to make friends

Four Treads

a special design for everyone

With our tire engineering knowledge we can equip your car with the correct size and type tire to give you maximum service and saving.

**Jack Allen
Supply Co.**

~better buy
Generals NOW
than buy and buy