

CHEVROLET SALES DUE TO INCREASE

R. H. Grant, After Visit in West, Expresses Optimism Coming Year

DETROIT, Mar. 16.—Returning here after an absence of nearly six weeks, during which a majority of the larger cities west of Chicago were visited, R. H. Grant, vice president in charge of sales for the Chevrolet Motor company, when asked his impressions of the business outlook in the territory covered by his tour, expressed himself enthusiastically over the existing prosperity and the indications that this generally prosperous condition will continue throughout the year.

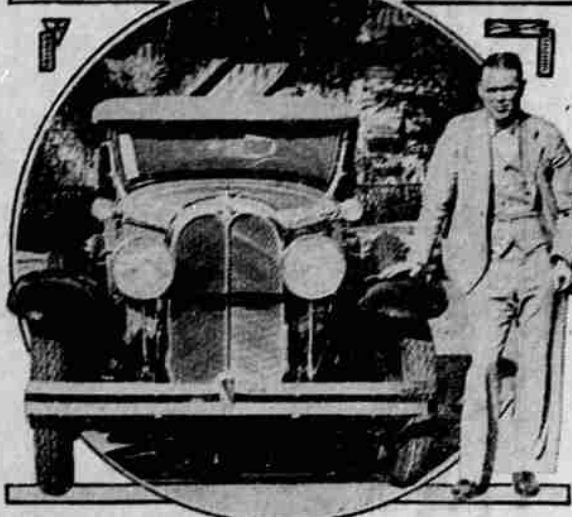
The tour was made in the company of several Chevrolet department executives and a close study of local and district business activity was made at each point through personal investigation, contact with hundreds of Chevrolet dealers, bankers and other business men.

Sees Material Increase.
Prospects of a material increase in Chevrolet retail sales due to the broadened field opened up by the introduction of the new six in the price range of the four, and a high degree of enthusiasm evident among dealers everywhere appears to be certain of fulfillment, according to Mr. Grant, who declared the temporary shortage of cars incident to the change-over of the factory to the new six cylinder model was being rapidly overcome and that Chevrolet would again take its place as the leader in cars registered, a place it has held for the past two years except for a lapse of approximately six days while the plants were being altered to produce the new car.

The lumber business, as well as building operations and even retail sales were slowed up slightly early in February by cold weather and heavy snows, yet credit conditions in Seattle are excellent and all lines of business appeared to be only waiting for the opening up of the highways and streams for what promises to be one of the best years the State of Washington has ever had.

Oregon Outlook Good.
In Portland the Chevrolet party found business generally on the upgrade with every indication of unusual activity throughout the year. The outlook for the lumber industry, which has been below normal for some time, promises better prices and is generally better than for some years. Lumbering was temporarily closed down until the streams opened up, but it was expected weather conditions would improve within a few weeks at the most. Oregon's excellent system of highways, like those of Washington and California, has done much toward shortening distances and has proven the greatest stimulus to

A TRIO OF WINNERS :



Johnny Kuck, shown seated at the wheel of his new Oakland All-American Six sport roadster, won the shot-put for America at the Olympic Games in Amsterdam last year. Congratulating Kuck on his new car is shown Herman Brix, of Seattle, Washington, who took second place in the same event. Kuck purchased the Oakland when he visited Los Angeles recently. He and Brix are great "buddies," and plan to do plenty of travelling in the new car, which is the second Oakland purchased by the champion.

decentralization of population and greater activity for the farmer, the stock raiser, the fruit grower and the retail merchant. These highways have brought the more isolated sections closer to the wholesale and retail markets, and to rail and steamship heads, and have materially shortened distances and lowered costs and wastage of transportation, besides providing the key cities of the Coast with much greater clearance of products through them as distributing points.

Activity in San Francisco and its wide trading area throughout Northern California appears to indicate a year of exceptional prosperity.

Heavy snows in Utah promise bumper crops in the Salt Lake district, while renewed activity in mining will prove a further stimulus to good business during the present year.

The Rocky Mountain territory in general promises to benefit largely from the heavy snows during December, January and February although the severe cold likely has caused some losses to stockmen. The agricultural lands north and east of Denver will be benefited by the ample supply of moisture, while the mining sections already are showing improvement in conditions due to the better situation in the mining industry as a whole.

Good Year Ahead.
All of these indications point to a wonderful business year and

GARAGE GOSSIP

New Equipment—

One of the latest type Boylston gas pumps has been installed at the Blue Mountain garage. It is a visible pump.

Buy Chevrolets—

A Chevrolet coupe was delivered to P. A. Epling, a coach to Ted Klein and a coupe to Albert Kinnison, by the Blue Mountain garage this week.

Four Buy Cars—

Joseph De Loney is the owner of a Willys-Knight sedan. Clifton Bradshaw of a Whippet coupe, Oscar Ayars of a Whippet sedan and Mrs. Klinehart, of Imbler, of a Whippet coupe, all purchased this week at the Willys-Knight Whippet garage.

Mr. Gettings Visits—

Mr. Gettings, of the Gettings and Hanks garage at Elgin, visited in La Grande Thursday, later going to Enterprise for a business trip.

Mr. Richards Comes—

Mr. Richards, of Portland, representative of the Ford Motor company, visited this week at the Perkins Motor company in La Grande.

Light Asks to Arrive—

A carload of standard light six Nashes is due to arrive in La Grande at the Nash garage next week. The garage will have a full line of the light six models with the arrival of these.

Sell Five Cars—

Chrysler cars have been sold this week to: L. K. Kinzel, of La Grande, 75 coupe; Oliver Boyer, of La Grande, Plymouth sedan; Walter Jones, La Grande, Plymouth sedan, and J. W. Keltner, Plymouth sedan.

New Cars to Arrive—

A carload of Whippets is scheduled to arrive in La Grande soon at the Willys-Knight garage.

Buy Hudson—

F. J. Bader, of La Grande, is the owner of a Hudson coupe purchased at the Hudson-Essex garage.

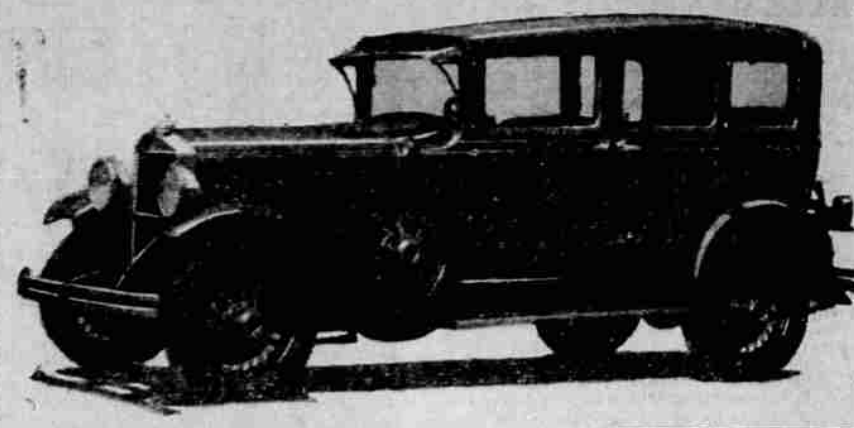
Pontiacs Sold—

Pontiac automobiles have been sold this week to O. C. Osborn, four door, and Miss Adler, two door.

Road Conditions Good—

"Road conditions in the Inland Empire are good," says F. J. McConnell, of Spokane, field representative of the Oakland Motor Car company, who is in La Grande visiting the Oakland-Pontiac garage. The snow is all gone from Spokane south and the roads are drying up. The streams have risen little in spite of the rapid melting of the snow which shows that most of the moisture went into the ground which promises good crops for next summer. Business is good in the entire region.

THE NEW GRAHAM-PAIGE MODEL 615



Here is a picture of the new Graham-Paige model 615, which is being handled in La Grande by the Jennings Motor company, at Greenwood and Jefferson. Mr. Jennings has one of the 615s on hand for demonstration purposes at present.

OAKLAND CAR INSPECTION IS IN NTH DEGREE

Thousands of visitors who have gone through the recently opened plant of the Oakland Motor Car company, at Pontiac, Mich., have received an accurate conception of the meaning of "precision manufacturing"—a little understood phrase that for a number of years has been identified with the automobile industry.

In this plant, where nearly all buildings are completely new within the past two years, and where equipment is of the finest "precision" type yet devised, light rays and diamond recoil tests, and many other methods of measuring accuracy, combine to hold a number of manufacturing operations accurate to within one ten thousandth of an inch, the equivalent of less than seven inches in a mile.

To achieve this exactness, an army of upwards of 500 inspectors check every operation in the Oakland and Pontiac motor building and car assembly lines, using for this work gauges far more exacting than the human eye. Everyone of these gauges periodically is subjected to the inspection of the Johansson master block gauge which correctly measures limits up to two-millionths of an inch.

Inspection of small parts received at the unloading docks is done through a device of such accuracy that the recoil of a tiny diamond, suspended from a fine watch spring, correctly notes the slightest deviation in the hardness of the metal tested.

The result of this nth degree of accuracy is a smooth running car of long life, enjoying a high measure of confidence as is shown by the fact that the Oakland Motor Car company today is fourth largest in the industry, while the Pontiac six for several months has led all other makes of six cylinder cars in the United States in registrations.

Trust To Experience--



The Greatest Teacher Of Them All

TIRE-BUYING is hardly to be counted among the "pleasures" of owning an automobile.

It means the paying out of money which also may be needed for something else.

That is why most car owners now think twice before they accept a tire. They desire that their purchases of tires be few and far between.

Advertising, friendship, high-powered words—these things don't influence tire-buyers as formerly. Tires are mostly bought today on a straight business basis. On the basis of proved facts, proved performance, proved superiority—not on talk or claims.

Millions more people than ever before now trust to experience—the greatest teacher of all—in choosing tires. That is why millions more people buy

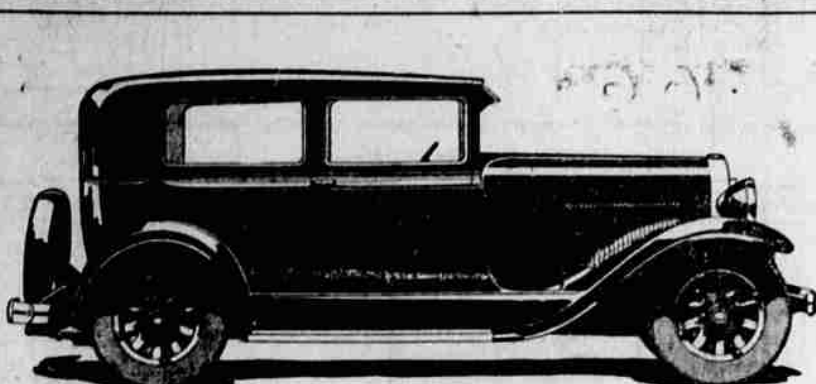
Goodyear Tires than any other kind. Why, in a recent nation-wide popularity check, car-owners favored Goodyears 2 to 1 over the next make—and from 3 to 1 up to 30 to 1 over other makes.

Goodyear sales, as a result, have leaped to many millions more than any other company.

Through this enormous and ever-increasing quantity production, costs have been steadily lowered, permitting Goodyear to give a quality so much greater for the same money that Goodyear Tires are by far "The World's Greatest Values."

Trust to Experience when YOU buy tires. Come to us, your Goodyear dealer. You can depend on one thing: you'll have the "pleasure" of seeing us far less frequently for the purchase of new tires.

GOODYEAR
TIRES
BOHNENKAMP'S



In Keeping With Its Fine Car Engineering Standards, Oldsmobile Now Offers A Feature Characteristic of High-Priced Cars—

PRESSURE LUBRICATED PISTON PINS

PRESSURE-LUBRICATION of the piston pins has long been considered a mark of quality in automobile engines. Only twelve other makes of cars are listed in the annual issue of Motor with this advanced engineering feature. And only one of these is within \$500 of Oldsmobile's low price.

In the 1929 Oldsmobile, oil is forced to the piston pins through rifle-drilled connecting rods, instead of being splashed from the crankcase in the conventional manner. And the main, connecting rod and camshaft bearings are also lubricated under pressure.

This feature is important to the man who seeks motor car value—because it adds to dependability.

Typical of Oldsmobile's quality construction are such features

as its General Motors Research high-compression cylinder head... rigid crankshaft... double-ribbed crankcase... the engine protection afforded by oil filter, air cleaner, gasoline strainer and crankcase ventilation... thermostat charging... controlled cooling... fuel pump... full automatic spark... rubber engine mountings of special design... silenced chassis and silenced interior.

And Oldsmobile's big high-compression engine now develops 62 horsepower—combining brilliant speed, power and acceleration with remarkable smoothness, quietness and economy of operation.

NEW LOWER PRICE
\$875
Spare Tires and Bumpers Extra

This fine car engineering gives Oldsmobile buyers an assurance of long life, dependability and thorough satisfaction.

OLDSMOBILE

Oldsmobile Sales Co.
1428 Adams Ave.
Hamilton Service Station
Enterprise, Ore.

'Caterpillar' Fifteen Ready, Completes Line

The Caterpillar Tractor Co., San Leandro, Cal., and Peoria, Ill., announces the "Caterpillar" 15 as ready for delivery, according to word received by the Bunting Tractor company of La Grande.

The "15" completes the "Caterpillar" line of small tractors, giving the farmer and contractor three sizes aimed to fill his need for a track-type tractor. From the engineering standpoint, the "15" is a duplicate of the "16," which has just gone into production at the new Peoria factory and is being bought faster than a double shift of skilled workers can turn them out for farmers throughout the world. Just a little larger than the "10," it is a replica of it except in size and power. In fact, when the three—"10," "15," and "20" were lined up in order at the recent Peoria convention for the dealers' observation, they made a harmonious line of power for any job within that range.

Thus, the farmer has year-round power regardless of the weather for the first time in history. Rain, snow, ice, dust—they're all the same to the "Caterpillar." Ask your dealer when you can see one of the new fifteen. With tens, fifteen and twenty, and the bigger thirty and sixty he can fit your farm regardless of size, crops and terrain. Some 25 different manufacturers have built equipment to work behind these tractors.

LARGE DOSES IN ITALY

Italy takes its road races in large doses. The Italians have scheduled a 1,000 mile race, from Brescia to Rome and return, for April 12. There are 34 entries of one make car alone. The roads will be guarded the entire distance by fascist militia.

that our predictions that this would be Chevrolet's greatest year were well warranted. The automobile industry undoubtedly will have its greatest year in 1929, and Chevrolet, with its new and greatly improved six in the price range of the four, is sitting right on top," said Mr. Grant.

"At the time the new six cylinder Chevrolet was announced we predicted a volume of 1,250,000 units for 1929," he said. "As a result of this tour through the far West I think we are warranted in raising that figure to 1,350,000. Beyond that mark we cannot go with our present production facilities, but these can be increased if the market warrants it."

"While we feel that there will be a ready market for this huge volume of cars and trucks, they will only be produced if they can be absorbed in a natural way. We do not want to in any way crowd dealers or overload them, thereby aggravating the used car market, but the dealers themselves seem to feel that this great volume will not be difficult to handle and that the market is there, ready and waiting for the cars."

"As the public realizes the significance of our achievement in building a six cylinder car, improved in appearance and performance, yet in the price range of the four, pride of ownership will be further stimulated and popular enthusiasm over the new product will grow far beyond that already reached by the very excellent four cylinder models of previous years. The year 1929 will be a great year for the industry, and a greater year for Chevrolet."

Built Especially for Small-Light CARS!

Set of Four \$25

Small Additional Installation Charge

Imagine a set of hydraulic shock absorbers, built especially for your car! No more pitching, sideways or up-thrown. Permanent comfort, free from constant or periodic adjustments!

Delco-Remy Lovejoy Hydraulic Shock Absorbers are now available for small, light cars. Come in and learn about the amazing new comfort they afford—at low cost!

Installed by

DALE COX
Battery and Electric Service

