

### OPTIMISTIC ON RETURN TO EAST

#### John N. Willys, Following Trip to California, Says Outlook Rosy

TOLEDO, O., Mar. 23.—John N. Willys, president of the Willys-Overland company, on his return here from California, where he spent a month on business, declared that never before in the entire history of the company has it faced such a healthy business condition as exists at present.

Mr. Willys was enthusiastic over the prospect recorded the new lines of Whippet fours and sixes and Willys-Kellogg sixes, both on the part of the dealer organization and the buying public.

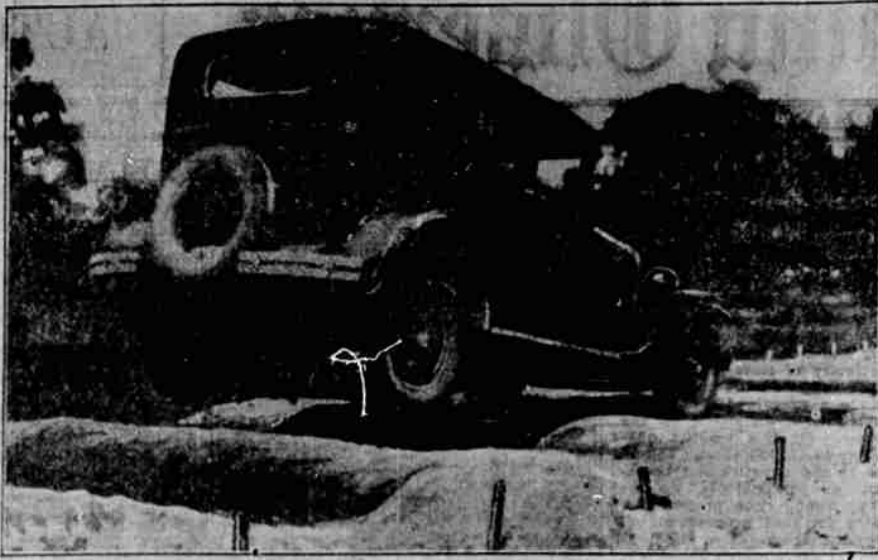
"Our new lines," he said, "are by far the most popular ever introduced by us. This is reflected by the record shipments of 64,814 cars in January and February, which are more than double the shipments in the same two months of last year. This has been in the face of a severe winter in all parts of the country and may be taken as a barometer of the increased business that lies ahead when fair weather breaks.

#### 22,000 Men Busy

"We are now employing 22,000 men at our Toledo plant which means a great daily output of both Whippets and Willys-Kelloggs."

Mr. Willys said that in the past five weeks he has called on scores of Willys-Overland dealers and discovered that the sales volume of the company's new products more than justifies the plans for 1929, which call for the greatest production of

### Over the Proving Ground Bumps



Oldsmobile Six being tested on "worst road in the world" at General Motors Proving Ground for riding qualities, spring action and efficiency of its hydraulic shock absorbers.

motor cars in the history of the company.

Commenting on the progress of the new Willys-Overland assembly plant which was recently opened in Los Angeles, he said that production already is well over 70 cars a day and that April car building schedules in the east plant will reach 124 cars daily.

#### Business Greater

"Business in California in February was three times greater than it ever has been before," he said.

I look for a still greater increase in that territory because of the operation of our plant there.

"We have made the necessary expansion at our Toledo plant and have developed a line of cars that places us in the most strategic position we have ever occupied and are concentrating on the further expansion of our sales and distributing organization."

He said that during the next six weeks he would set out on an extended trip which will take him to all sections of the country in order that he may get a close-up view.

### General Motors February Sales Show Increase

DETROIT, Mar. 23.—During the month of February General Motors dealers delivered to consumers 128,579 cars, according to an announcement by Alfred P. Sloan Jr., president. This compares with 122,929 for the corresponding month last year, an increase of 6,541 cars, or 5.3 per cent for February this year. Sales by General Motors manufacturing divisions to dealers totaled 175,148 cars, as compared with 169,232 for February of the year previous, an increase this year of 5,916 cars, or 3.5 per cent.

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:

Dealers Sales to Users		
	1928	1929
Jan.	164,488	167,278
Feb.	128,579	132,929
Mar.	138,796	146,215
Divisions Sales to Dealers		
	1928	1929
Jan.	127,580	125,181
Feb.	175,148	169,232
Mar.	197,821	181,910

These figures include passenger cars and trucks sold in the United States, Dominion of Canada and Overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.

The jawbone of an ass is just as dangerous a weapon today as it was in Samson's time.

### Car Owners Ask Data On License Laws This Year

Many inquiries have been received at the La Grande office of the Oregon State Motor association concerning the provisions of the new state license law. Several of the most frequent questions and answers are listed by Mrs. C. H. Devine in charge of the association office here.

So many measures were discussed before and during the state legislative session that car owners are rather confused as to just what bills have become laws.

The following are the questions and answers as issued at the motor association office here:

1. "What will my license cost under the new law passed by the 1929 legislature?"

2. "When does the new license law become effective, and how does it operate?"

3. "How much gas tax will be levied under the new law?"

4. "For an automobile weighing up to 1700 pounds the fee will be \$10. For cars weighing 1700 to 2000 pounds the fee will be at the rate of 30 cents per hundred; from 2000 to 4500 pounds, \$1 per hundred; from 4500 and up, \$1.10 per hundred. For all cars over 1700 pounds the fee is figured from one pound up. For instance, for a 2000-pound car the license fee will be \$27, and so on.

5. "The new law becomes operative January 1, 1930. As the law changes the date for license plate issuance from January 1 to July 1, applicants at the beginning of the year will pay a half-year fee (at the rate given in answer No. 1) up to July 1 and receive a temporary six-months permit. On July 1, they will pay a full year license and receive 1930-1931 plates.

6. "One cent additional gas tax has been added, beginning with January 1, 1929. Thereafter the gas tax in this state will be 4 cents.

### New Cletracs To Arrive Here On Monday, Report

Word was received today by R. D. McKennon, local Cletrac crawler tractor dealer, that the first carload of tractors would be here Monday, March 25, to be followed by another carload in about ten days.

Mr. McKennon states that the popularity of this tractor has so swamped the factory that he has been unable to procure a single machine up until the present, but will be in a position from this date to make delivery of all models on short notice.

A one shot filling system is used on all models. One push of a plunger and the entire machine is filled and ready to work.

All models with the exception of the 20 model have six cylinder heavy duty motors.

The Hyrd polar expedition included in their equipment, two of the Cletrac model 40 machines. The Australian government took delivery of three hundred Cletracs, the order being filled and shipped by January 1 of this year.

This tractor is built of cast steel, and is light in weight but has an exceptional long and wide track, giving it ample traction on all kinds of soil.

Mr. McKennon states that he will have a model on display at 806 Adams Ave., soon.

A traveler stopped to change tires in a desolate region in the Far West.

"I suppose," he remarked to a native onlooker, "that even in parts of the country the bare necessities of life have been tremendously in price."

"You're right, stranger," replied the native, glancing at the man's worn, wrinkled face. "and it ain't worth drinking when you see it."

### Hydraulic Shock Absorbers for Small Cars, too!



Now you can equip your car with the same make of hydraulic shock absorbers that is standard on such cars as Buick, Marmon, Cadillac, Reo, and LaSalle!

Learn more about the permanent comfort provided by Delco-Remy Lovejoy Hydraulics. Talk with owners who have them—or come in and talk with us.

Installed by

### DALE COX

Battery and Electric Service



### EXPERTS SEEKING BEST WINTER GAS

#### Department of Commerce Undertakes Study As Aid to Motorists

WASHINGTON, Mar. 23 (AP)—The department of commerce through experts at the bureau of standards has undertaken a study of the best types of gasoline to use in automobiles during the winter season.

The value of each gasoline for winter use is determined by studying the fuels boiling point at various pressures.

At sea level, water boils at 212 degrees while at the top of Mt. Everest, where the atmospheric pressure is much lower, water will boil at 160 degrees. At every pressure water is known to have a different boiling point. When water begins to boil at a certain pressure, the temperature remains constant until all of the water has evaporated.

With alcohol anti-freeze solution, however, it is known that the alcohol boils off more readily than the water and consequently the temperature of boiling changes. Gasolines are still more complex mixtures, which rapidly change temperatures as the more volatile constituents boil off, the difference between the temperature at which the last drop evaporates sometimes being 200 degrees.

Air must be removed from gasolines when they are being tested as to their value for winter use, because dissolved air in the gasoline will cause it to bubble as it boils before it reaches its true boiling point.

The tests so far have shown that the boiling points of air free gasolines at the same pressure differ widely. This means that some types of gasoline will be found more suitable for motor use in winter than other kinds.

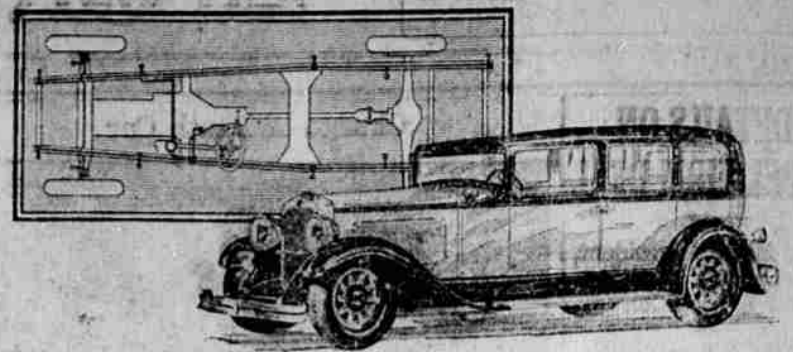
#### TARGO WITHOUT AMERICANS

Targo-Florio, one of the greatest European racing classics, will be staged this year without an American entry. Scheduled for May 5, the date of the continental race is too close to the Indianapolis classic to permit American drivers time to reach the United States for the American grand prize.

#### A MATTER OF DISTANCE

Boy: When we reach that bend in the road, I'm going to kiss you.  
Girl: Isn't that going a bit too far?

### FROM NINTH TO FOURTH PLACE IN SIX MONTHS!



### World's Finest Lubricating System Nash-Bijur Centralized Chassis Lubrication

FINALLY, a system of centralized chassis lubrication has been perfected which operates easily . . . immediately . . . and invariably.

Nash now offers it on every Advanced and Special model of the new "400" series . . . Nash-Bijur . . . the finest device ever produced to supply chassis bearings with necessary lubrication.

You simply press a convenient pedal (a child can do it), and twenty-nine

chassis points . . . spring shackles, steering knuckles, clutch bearing and the like . . . are bathed in fresh, clean, wear-resisting oil.

Nash-Bijur centralized lubrication does away with all the bother and expense of old-fashioned chassis greasing. Press the pedal once a day, lubrication follows. Chassis squeaks are avoided, chassis wear is prevented . . . when the car you drive is the new and finer Nash "400".

### The New NASH '400'

Leads the World in Motor Car Value

IMPORTANT "400" FEATURES—NO OTHER CAR HAS THEM ALL

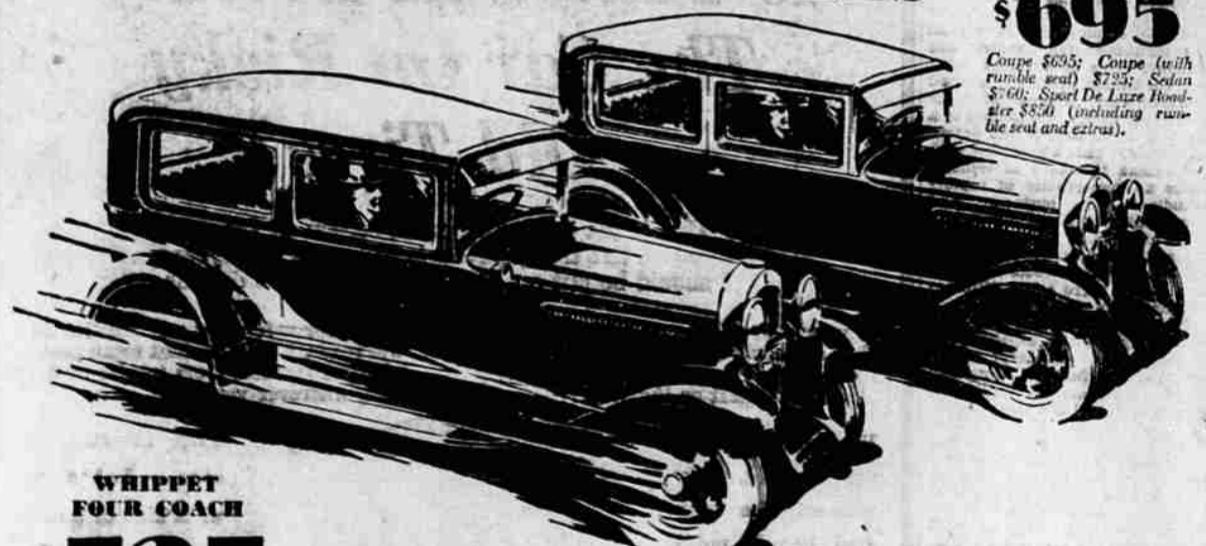
Twin-Ignition motor	Aluminum alloy pistons (Linear Stroke)	Bijur centralized chassis lubrication	Longer wheelbases
12 Aircraft-type spark plugs	New double drop frame	Electric clocks	One-piece Saloon fenders
High compression	Torsional vibration damper	Exterior metalware chrome plated over nickel	Clear vision front pillar posts
Houdaille and Lovejoy shock absorbers (exclusive Nash mounting)	World's easiest steering	7-bearing crankshaft (alloy crank pin)	Nash Special Design front and rear bumpers
Salon Bodies		Short turning radius	

#### McKennon Nash Motor Co.

806 Adams Avenue, Main 650.

# Sales doubled!

## THROUGH GREATER BEAUTY, LARGER BODIES



### WHIPPET FOUR COACH

\$535

Coupe \$535; Sedan \$585; Roadster \$485; Touring \$475; Commercial Chassis \$365. All Willys-Overland prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.

### JANUARY AND FEBRUARY SALES 100% AHEAD OF LAST YEAR

STARTING with its first presentation to America's motorists, the new Superior Whippet has aroused an ever-growing tide of public enthusiasm. In January and February, sales showed a gain of more than 100% over sales for the corresponding months of 1928. This is dramatic proof of the new Superior Whippet's tremendous popular acceptance as the finest value ever offered a Four or light Six driver.

You will readily understand such remarkable success when you see and drive the car. An inspection reveals the new Superior Whippet's beauty of design and tasteful refinement of detail.

A demonstration reveals higher speed, faster pick-up and greater power, together with ease of control and comfortable riding qualities never before associated with such an inexpensive car.

WILLYS-OVERLAND, INC., TOLEDO, OHIO

# NEW SUPERIOR Whippet

FOURS SIXES

### Gettings & Hanks

Jefferson Ave.

# Motorists

We've taken the puncture out of

## DUNLOP TIRES

They Are Easy to Buy — For Example:



30 x 3 1/2 Clincher Oversize DOWN \$1.95 55c a Week

29 x 4.40 DOWN \$2.40 50c a Week

31 x 5.25 DOWN \$3.45 80c a Week

Other Sizes in Proportion

At these low prices we give you a genuine first grade, Dunlop—made by the oldest rubber company in the world. There is no question about the merits of Dunlop—you are sure of your money's worth when you buy them. But in addition to this recognized high quality we give you

### ONE YEAR'S TIRE SERVICE

—at no additional cost. This one year tire service gives you absolute tire mileage and assures you of extremely low mile cost for a year. You pay only the price of the tire. For this you get a first grade tire, PLUS the Dunlop Surety Bond Guarantee, which protects you against all road hazards, and then we add to that our own extraordinary proposition which is this . . . any time you have an ordinary nail puncture we fix it for you without charge. If you are away from home, get the puncture repaired and we will reimburse you upon presentation of the receipt. Unheard of? Yes, but true. Come in for details.

# PLAYLE Oil Co.

Stalcup & Zimmerman.