

CHEVROLET MEETS REVISED QUOTA

Sixteen Plants Rapidly Approaching Output Volume Necessary

Information has just been received by the Oregon-Southern Washington zone office of the Chevrolet Motor Company and transmitted to dealers, that the entire manufacturing facilities of the company, numbering 16 great plants, are rapidly approaching the volume of output necessary to meet this year's revised quota, calling for the production of 1,350,000 passenger cars and trucks and marking an increase of 100,000 over the original estimate.

"This was signified last week when W. S. Knudsen, president of the company, announced that March production would reach 40,000 units—an amazing output when it is considered that active production of the new six-cylinder cars has been under way less than two months," said G. L. Larison, local dealer. "Although no definite figures have been issued, it may safely be assumed that the April schedule will call for an even larger production and that midsummer will witness a quantity output in excess of the assembly plants ever before equaled by a manufacturer of six-cylinder cars."

February production, according to Mr. Knudsen, amounted to 121,475 units. With only 22 working days in the month, daily production for the period averaged more than 5,500 cars and trucks. These figures challenge any question that a changing over last fall from four to six-cylinder production, with an interim of only six weeks to affect necessary alterations, the Chevrolet Motor Company deserves credit for an astounding achievement.

Upon his return to Detroit a few days ago from a six weeks' trip through the northern part of the country, the Pacific Northwest and California, Mr. R. H. Grant, vice-president in charge of sales, spoke with marked optimism of the demand for the new six-cylinder cars. Almost everywhere, he asserted, dealers informed him that they had found an increased market for the new line. Cars are now being devoted to buyers as fast as they can be distributed.

NEW VIKINGS BEING SHOWN IN THE EAST

The vanguard of Vikings, the new V-type eight cylinder automobile being introduced by Oldsmobile and General Motors, will be shown in initial public display in the larger cities of the country this week and additional shipments are leaving the factories daily to supply the entire Oldsmobile dealer organization with the new companion car to Oldsmobile Six.

This method of meeting the motoring public, first in the massed centers of population and then spreading throughout the entire country, is typical of the tactics of the successful conquests waged by those early courageous pioneers from whom the new car has taken its name—the Vikings.

In fact the many points of similarity between the history of the Vikings and the development and characteristics of the new Viking automobile formed the deciding factor in the choice of the name Viking over more than 100 other names which were considered by Oldsmobile and General Motors officials.

MUST BE MORE CAREFUL. The new regulations are provided this year in the Indianapolis classic. The first requires that any car approaching the wall or turning around must stop at its full upon completion of that circuit and get a clean bill-of-health from the technical committee. The second provides that should it be necessary to display the yellow, or cautionary flag, all drivers must note their respective positions until the "go" sign is given again.

Friend: What makes you think there is something wrong with your family?

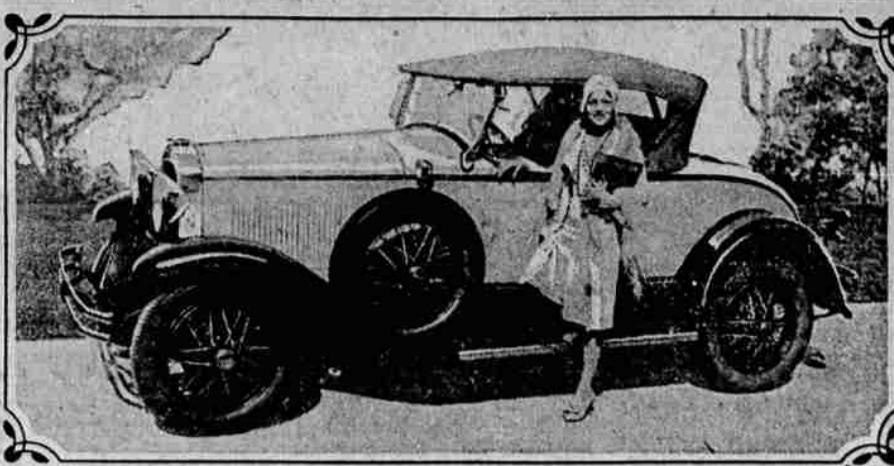
Man: Well, we got the car all paid for and they're not figuring on a new one yet.

Says He's Son of Lucky Baldwin



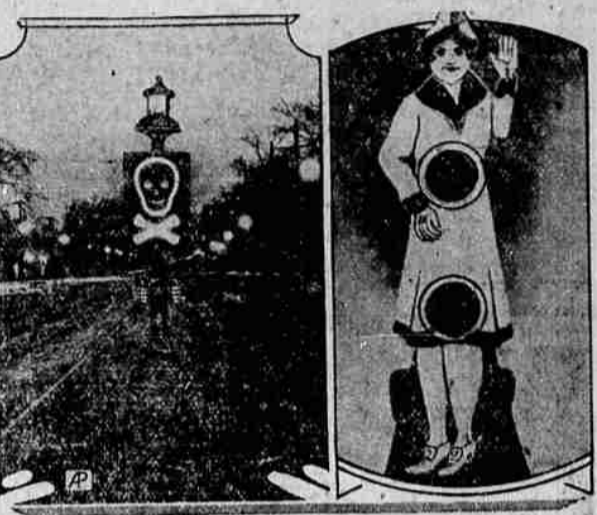
George Winfield Baldwin has led an adventurous life in the probe and at Los Angeles contesting the will of the late Clara Baldwin Stocker, which disposed of an estate worth many millions. Baldwin seeks a share in the estate, declaring that he is a son of the late "Lucky" Baldwin, the father of the late Mrs. Stocker.

FIRST SIGN OF SPRING



The smartly dressed girl and the snappy open car is one of the first signs of Spring. In this particular case the smartly dressed girl happens to be none other than Lupe Velez, noted screen star who is featured in productions of the United Artists. The snappy car is a new Whippet Six De Luxe Roadster, a product of the Willys-Overland Company.

"DEATH'S HEAD" WARNS MOTORISTS



The "Death's Head" (above) has been placed in various safety zones in Detroit to warn motorists. Police believe its ghastly warning is better than written admonitions. Inset shows a "rubber lady" of the type in some Detroit safety zones. It bounces back when struck.

DETROIT (AP)—Because the skull and cross bones has become symbolic of death and danger regardless of the spoken or written language, Detroit's police department has adopted it to warn the city's polyglot population of the hazards of reckless motoring.

Pastened to safety zone posts in various sections of the city the "Death's Head," in red neon light, is superimposed on a black background that blends with the darkness of the night and gives the motorist something of a shock when come upon suddenly.

Figures assembled by the police department traffic bureau show that drunken drivers and sleeping motorists have been involved in a large number of accidents at safety zones. Only those asleep can

fall to notice the skull and cross bones, the police believe, and the sleeping driver is bound to carry it long in his memory after being awakened by crashing into a safety zone so equipped.

The "rubber lady" is another device being used by the police department in an effort to reduce accidents that have brought death or injury to persons standing in safety zones. Without advance notice the "rubber lady" was installed in an unprotected safety zone on Woodward avenue, Detroit's main business thoroughfare. Some time during the night the "lady" was stolen and the next morning it was found on the city hall steps.

A second effigy was placed in the same zone, but it was knocked down during the night and rather badly damaged. Ordinarily the figure bounced back up without injury. Both have been taken to the police shops for repairs and will be returned to the duty of warning the motorist of what might have been if the figure had been a human being.

HARRY HARTZ WALKING
Harry Hartz is around on crutches. His leg, broken in an accident, is slowly responding to treatment and is now in a silver cast. He is seen often with Riley Brett busily engaged in discussing some subject. Riley has held the prospect of acquiring the world's straightaway record dear to his heart for some time.

The season of big winds is here, says the American Nature association. Congress convenes in special session pretty soon.

Extreme Weather Conditions Test Dodge Bros. Cars

A 2,500 mile test trip from Detroit, encountering the heavy snows of Tennessee mountain roads and the mid-summer climate of Florida was completed last month by three Dodge Brothers trucks to prove their dependability and economy under extreme operating conditions.

With all trucks carrying full capacity loads, the caravan left the factory in zero temperature to reach the July climate of Orlando, Florida, 1,350 miles away, in three days' driving time. On the return trip, stops were made for brake and engine tests on the steep inclines of Signal Mountain near Chattanooga, Tenn.

During the two weeks' trials, engineers constantly experimented with the various engine accessories and brake linings to find what types best suited the different driving conditions encountered. Reports show that more than 50 combinations were tried, and data obtained from these tests will enable engineers to furnish the most efficient and satisfactory equipment for truck owners.

The long runs of the trucks in Florida were held under most favorable conditions for checking the cooling systems and speed of the various units. Over 2,000 mile course, the trucks were operated 18 hours daily, one of the tests consisting of one truck with throttle wide open, pulling another with brakes set to hold the speed down to 15 miles an hour.

On the return trip, mud and clay through parts of Georgia thoroughly tried the power and dependability of the various models. On entering the mountains of Tennessee, additional tests were made for successful operation of brakes and engines through snow two feet deep.

The entire run was a part of the Dodge Brothers truck testing program that involves several such trips annually to make sure that performance standards of the representative line of trucks built by the company measure up to the highest point of efficiency.

Last Word In Coast Guard Cutters



Here's the latest edition to the coast guard's Pacific fleet—the cutter Tahoe, which is stationed in California waters for rescue work, rum chasing, etc. The vessel is 250 feet long and, with her sister ship, the Chelan, stationed in Puget sound, the largest cutters afloat. She is electrically operated, has the latest in rescue equipment, and mounts a five-inch gun, a three-inch anti-aircraft gun and two six-pounders. Inset is Commander L. C. Covell, "skipper" of the new craft.

Calvin Coolidge had nothing to say to the reporters in New York the other day. Try to find the news in that.

DURANT CAKE 16 FEET HIGH SERVES 3,400

There is hardly one of us who has not been told at some time or other in our busy lives that we could not "eat our cake and have it." Many there are who have attempted to disprove the wisdom of that statement with disastrous results.

The exception to the rule bobbed up rather unexpectedly in the city of Everett, Wash., last week on the occasion of the formal opening of the L. W. Klimefelter establishment. A cake fourteen feet square and sixteen feet high served more than 3,400 people during the hours of 9 and 12 o'clock p. m.

This masterpiece of the cake-maker's art, claimed to be the world's largest, was the creation of George Lloyd, nationally known artist in cake-craft. Lloyd has been recognized by former President Coolidge; His Majesty, the King of England; and H. R. H. the Prince of Wales. The Durant cake took more than a week to cook and build.

ANOTHER TROPHY

The Vanderbilt Cup, originally awarded as a permanent challenge trophy for 300-mile road racing, also may be revived. This trophy is at present in the keeping of the Automobile Club of America in New York. Due to the highly congested condition of all highways, race enthusiasts realize that road racing never can be revived. Mr. Vanderbilt and his associates have been asked to rewrite the deed of gift and again post the trophy for a 500 mile event over a track now being organized in the middle west. The race would be an annual affair known as the Vanderbilt Cup Race.

STAGES LEAVE From La Grande Hotel Bldg. Adams Ave. Wallowa Valley Coaches

Leave—La Grande for Joseph 8:45 a. m. 4:00 p. m. Makes All Main Line Connections. For information call MAIN 799.

Keep Your Car Clean And Beautiful

It Means Much to Your Personality and Business. I am now conducting my business of careful attention to washing and polishing automobiles at 211 Greenwood street, Harris Bldg. My Club Plan is within reach of everyone, and all cars, new and old, can be kept clean at a very small cost. All jobs thoroughly done. Scratches and marks, not to the primer or filler, removed. Every Job An Advertisement. I use only standard products and they are used properly—no steam.

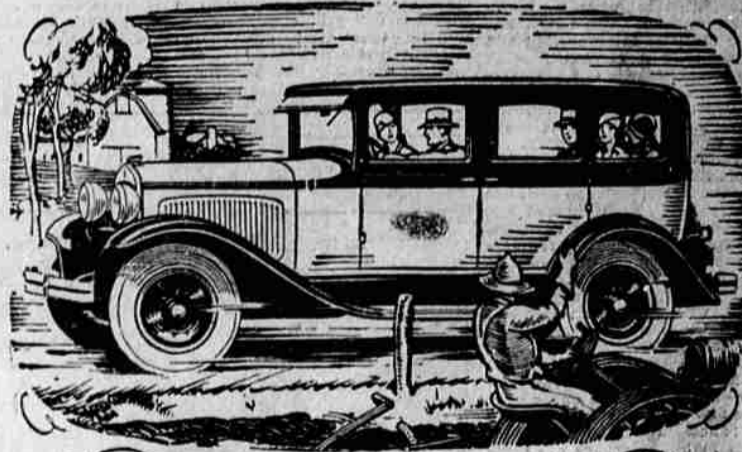
JIM TRUITT
MAIN 840

CHRYSLER MOTORS PRODUCT

Quality is the Keynote of what People Say about Plymouth

PLYMOUTH
AMERICA'S LOWEST-PRICED FULL-SIZE CAR

FULL SIZE



THE SMART, FULL-SIZE FOUR-DOOR SEDAN, \$655

WHEN people discuss Plymouth, quality is invariably the keynote of their conversation.

They say most complimentary things about its Chrysler smartness, its charm, its slender-profile radiator, its graceful "air-wing" fenders, its arched windows, its chromium-plate bowl-type lamps.

They comment highly on Plymouth's full-size dimensions, its richness and spaciousness, its wide, deep seats, its exceptional leg-room.

PLYMOUTH has been so named because its endurance and strength, ruggedness and freedom from limitations so accurately typify that Pilgrim band who were among the first American Colonists.

They refer glowingly to the powerful performance of Plymouth's 45 h. p. engine, of Chrysler "Silver-Dome" principle—its speed, its pick-up, its ability on hills, its smoothness, its quietness.

They speak of Plymouth's safety—of its full-size Chrysler weatherproof 4-wheel hydraulic brakes, its rugged full-size chassis, springs and axles. They praise Plymouth's amazing economy in fuel, oil and upkeep.

After all, it is only natural that people should talk more about Plymouth's fine qualities than they do about its low price—for Plymouth is, first and last, a motor car of intrinsic quality and value.

Coupe, \$655; Roadster (with rumble seat), \$675; 2-Door Sedan, \$675; Touring, \$695; De Luxe Coupe (with rumble seat), \$695; 4-Door Sedan, \$695. All prices f. o. b. factory. Plymouth dealers are in a position to extend the convenience of time payments.

\$655
and upwards
f. o. b. factory

PUT IT TO THESE ELEVEN TESTS

The only true test of performance is personal experience. Take a trial drive in an Oldsmobile and find out for yourself, not only what it does, but how it does it. Match it against other cars and make comparisons. Give it these eleven tests... or any others... and check results by any standard of performance you care to set.

- 1. TEST EASE OF CONTROL**
When you relax in the driver's seat, notice its comfort—the convenient arrangement of controls and dash instruments. Try the new Fisher adjustable front seat. Oldsmobile's adjustable steering wheel adds to your comfort. Step on the starter and note its prompt engagement. Test the easy action of the clutch—the silent, easily-meshed gear-shift.
- 2. TEST GETAWAY**
Observe how easily and smoothly Oldsmobile gets away from the curb—how easy it is to steer. Pull up to a stoplight. Then flash ahead when the signal says "Go." Measure Oldsmobile's swift, staccato pick-up in all gears.
- 3. TEST HANDLING EASE**
Drive through thickest traffic. Learn how Oldsmobile's instant response to accelerator, brakes, and steering wheel simplifies city driving. At any speed, in traffic or on the road, Oldsmobile is easy to handle and restful to drive.
- 4. TEST SMOOTHNESS**
Drive Oldsmobile out on the open road. Cover the face of the speedometer with glove or handkerchief... take your accustomed touring pace... then note the speedometer reading... you will be astonished to find how fast you are traveling.
- 5. TEST RIDING COMFORT**
Oldsmobile seats are wide and deep-cushioned. Interiors are comfy and

- 6. TEST ACCELERATION IN HIGH GEAR**
When you pass other cars on the road, mark Oldsmobile's quick response to the throttle in all speed ranges—the smooth, effortless surge of power that enables you to sweep into the lead easily and surely.
- 7. TEST SPEED**
Back a straight, level stretch of highway and give Oldsmobile its head. You'll thrill to speeds far higher than the average motorist ever uses. Yet you'll feel secure, perfectly relaxed—for Oldsmobile's speed is as restful as it is exhilarating.
- 8. TEST HILL-CLIMBING ABILITY**
Send Oldsmobile up the longest, steepest hill you know. Start at the bottom at various speeds. You'll

find the tremendous power reserve in Oldsmobile's big 62-horsepower engine. Oldsmobile's climbing ability, if it's power you want, you can't match this Oldsmobile at its new lower price.

9. TEST ROADABILITY
One of the greatest joys in driving this fine Oldsmobile results from its splendid roadability. A low center of gravity, balanced weight, and four Lovejoy hydraulic shock absorbers all are contributing factors in Oldsmobile's ability to hug the road at any speed.

10. TEST THE BRAKES
Check Oldsmobile's braking system for ability. Oldsmobile's four-wheel safety brakes not only are exceptionally efficient, but are smooth, quiet, and easy to operate as well.

11. TEST PARKING EASE
Deliberately select a small space at the curb and park this Oldsmobile. Fingertip steering and a short turning radius make it easy to slip into small parking places. The easy clutch, brake, and gear-shift action allows you to take full advantage of every inch of space.

These eleven tests will give you a comprehensive idea of all phases of Oldsmobile performance. They also afford an excellent basis of comparison with other cars. Thousands of motorists who have given Oldsmobile these and other tests have made it the car of their choice. Come, drive this car and judge it, at its new lower price, by your own standards of performance and value.

NEW LOWER PRICE
TWO DOOR SEDAN
\$875
f. o. b. factory, Lansing, Michigan
Spare Tire and Bumpers Extra

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