

WILLYS OVERLAND SHOWS BIG GAIN

Results Foreshadow Greater Accomplishments, John Willys Says.

TOLEDO, Ohio, May 11.—The Willys-Overland company in the first quarter of 1929 shows a gratifying gain over the same period in 1928. The profits were \$2,028,629.83, as compared with \$1,647,675.83 for the same period in 1928, in both cases the figures being after interest and depreciation, but before federal taxes. This is an increase of \$380,954.00.

The profit per share, after all deductions, including federal taxes and preferred dividends is 50.2 cents for 1929, as compared with 44.9 cents for 1928. The increase is actually greater than is here indicated, for the 1929 profits per share are on the basis of 3,000,000 shares outstanding, whereas the 1928 figures are on the basis of 2,526,034 shares then outstanding. The increase to three million shares took place in the closing days of December, 1928.

"The results foreshadow a still greater profit opportunity for ensuing months," says John N. Willys, president, "since the first quarter production did not embody the normal proportion of the higher priced cars manufactured by our company. Thus, in January, 76.24 per cent of our output was on the four cylinder Whippet, the lowest priced car in the Willys-Overland line. At that time the company had only reached a limited production on the six-cylinder Whippet and had not begun to ship the 76-B Willys-Knight model.

"Production on the higher priced models in the month of January was only 23.76 per cent of the total output.

"By February the production and sale of the six-cylinder Whippet and Willys-Knight 76-B model had increased to the point that they represented 42.35 per cent of the total output.

"In March there was a still further increase, which brought almost half of the production into the six-cylinder Whippet and 76-B Willys-Knight classes. The division of production for that month was as follows:

"Four-cylinder Whippet.....54.31
"Six-cylinder Whippet.....27.95
"76-B Willys-Knight.....17.74

"These figures demonstrate the increasing trend toward the higher priced models of the Willys-Overland company."

Willys-Overland sales for the first quarter of 1929 set a new record, the total being 94,983, as compared with 77,698 in the similar quarter of 1928.

While the final figures are not yet obtainable, the indications are that sales for April will reach 40,000 cars, an advance over April, 1928.

Orders in hand for May indicate that it will be the biggest month of the year thus far.

TRY THIS PLAN

Jim: I think I will have to get a new car.
Will: What's wrong with this one?
Jim: I can't pay for it.—Life.

Auto Salesman: What type of car do you like?
Pedestrian: None of 'em—I just came in here to enjoy being among a few that I don't hafta jump from.

Motor Truck Solves 'Plane Delivery



Airplane manufacturers have learned the dependability and economy of shipping planes by truck. This three-ton Dodge Brothers truck with 185-inch wheelbase is owned by the makers of the Invisible Center Wing Monoplane to transport planes from the factory at Manitowish, Wis.

GARAGE GOSSIP

Sells Oldsmobiles—
Two standard sedans have been sold by the Oldsmobile Sales company during the last week, one to George Stalcup, of Maxville, and the other to T. R. Conklin, of Cove.

Carload Arrives—
A carload of Oaklands and Pontiacs were unloaded Wednesday of this week, the shipment consisting of an Oakland four-door sedan, a Pontiac cabriolet-coupe, a Pontiac two-door sedan and a Pontiac four-door sedan.

Sells Chevrolets—
Several Chevrolets have been sold during the last week or 10 days by the Larison Chevrolet company, including a landau to Lewis Wrathall, of Longview, Wash., who purchased the car while stopping here. Mr. Wrathall wrote to G. L. Larison that he got more than 22 miles per gallon of gasoline on the trip. A roadster and sedan were sold to Union dealers, a sedan to William Driscoll and J. G. Knight purchased a coach.

Redecorate Garage—
The office and show room of the La Grande Motor company has been placed on the floor. The interior has also been kalsomined and repainted. Thursday several representatives of General Motors visited the garage while in La Grande and, under their approval not only of the business place in general but also of the attractive showroom.

New Service Man—
A new Buick service man, Bob McBerry, of Portland, has been employed by the Jennings Motor company and the garage is now thoroughly equipped to give the best of service to Buick owners. Mr. McBerry has been an employ of the Howard company of Portland, Pacific coast Buick distributor, for the last few years and also was with the factory branch at Denver for three years.

Install New System—
The Buick system of bookkeeping was installed at the Jennings Motor company this week by John Adlesich, of the Howard Auto company of Portland. Mr. Adlesich is traveling accountant for the organization. J. K. Nichols, sales promotion manager for the territory between Hood River and Ontario, has also been in La Grande this week conferring with Mr. Jennings.

Here From Portland—
C. J. Hubbard, from Portland, was here this week calling on Lincoln owners and prospects. Mr. Hubbard is in charge of the Lincoln division of the Ford Motor company in Portland.

New Employee—
Starting with last night, the Jennings Motor company will remain open all night, with a night man employed to give service at all hours. Verne Jennings, proprietor, also announced that George Barbeau had accepted a position as bookkeeper for the Jennings company.

Don't Miss This Trade-in Sale

Tires at lowest prices ever

A Nation-wide Event That Challenges Comparison in Values and Lasting Satisfaction

With crude rubber prices up 40% in the last sixty days present tire prices are still based on the previous low rubber market. An extra opportunity for you—a double reason for taking advantage of our Trade-in Sale while this situation lasts.

Never before has it been so easy to get started on Generals—a saving in first cost that is bound to attract you plus the final economy and satisfaction of General's Top-Quality features and the extra mileage that is known from coast to coast.

Full Value Allowance For Your Old Tires - Any Make Any Size Old Or New

Trade in your old tires now at their highest value. We'll make you a special allowance on your old rubber during this sale. By selling us your unused mileage you cash in on those tail-end miles that cost so much in time, worry and interruptions on the road. We buy these

trouble miles and start you off on new Generals that will carry you through season after season in comfort, safety and style.

Our special allowances plus today's favorable price situation enable you to get Generals on your car at the lowest prices ever possible.

PROTECT YOURSELF NOW AGAINST A RISING RUBBER MARKET

General's reputation for never tampering with quality has stood the test of every rise in the price of crude rubber. Car owners will remember even when rubber prices soared to their highest levels General came out publicly against the widespread use of reclaimed rubber in tires. Today the industry again faces a rising rubber market and again the temptation grows for the reclaimed rubber users to increase their percent of reclaimed in an effort to beat the rising cost of crude rubber.

By getting Generals you protect yourself. By getting them now you take advantage of the lowest price level and assurance of the quality that will carry you safely through the next period of high prices. You avoid the chance of having to pay higher prices later on for

tires, when even a tire of cheapened quality will cost much more than the General Tire costs today.

The big swing to General, the outstanding sales gains each year, is convincing evidence of the confidence car owners throughout the country have in General's policy of Top-Quality manufacture.

You need this assurance and now is the time to get the protection that will carry you through the periods of forced buying and uncertain quality.

We are going to make it worth while for everyone to come in during this Trade-in Sale. Worth while in the big saving in initial cost and worth while in the lasting satisfaction that only General's Top-Quality can give.

No Hot Weather Hazards On Generals

Old tires go out fast in hot weather. This is your chance to cash them in at their top value and get all set for the full pleasure of summer driving. Avoid the trouble and danger of summer blow-outs and the added safety of non-skid protection all next winter.

Special Bargains in Used Tires

The used tires go on sale as fast as we take them in. Many are only slightly worn and many are brand new tires of standard makes. All sizes, all makes, all kinds go on sale. Select yours early.

COME EARLY ~ BRING YOUR CAR ~



The New GENERAL Dual-Balloon 8

ANOTHER DEMONSTRATION OF GENERAL'S QUALITY SUPREMACY

The Dual-Balloon will give you more than you have ever expected any tire to give...and in more ways!

- 1 Greater mileage at regular balloon low-pressure. It completely reverses the tendency of today toward high-pressure or moderate-pressure in tires.
- 2 It introduces a new permanency of non-skid...far beyond the point where you expect to run on smooth rubber. It does away with the necessity of running on tires that wear prematurely "bald."
- 3 In puncture freedom, too, it is far ahead. Even the remote chance of a puncture is reduced to the vanishing point.

Now you may drive with serene disregard for the daily hazards of the road. With the Dual-Balloon, in all probability, you will never have a moment's delay chargeable to rubber.

Our Trade-in Sale includes the new Dual-Balloon 8 and the regular super-lines of 4-ply, 6-ply and 8-ply Generals. Trade in now for General's Top-Quality that means season after season of trouble-free driving and the economy of the longest, safest and most comfortable mileage you have ever known.

now Lovejoy HYDRAJULIC Shock Absorbers for All Cars

The development of a new model Delco-Remy Lovejoy for small, light cars now makes this famous hydraulic shock absorber available for all cars!

Your car can have the permanent riding comfort that only Lovejoys provide. Your car can be forever free from pitching, sideway and up-throw.

Come in—and let us tell you why Lovejoy Hydraulics last a lifetime and do not require frequent or periodic adjustments.

For light cars \$25 set of four for other cars \$40

Installed by

DALE COX



JACK ALLEN SUPPLY COMPANY



EXCLUSIVE DISTRIBUTORS OF

THE GENERAL TIRE

...goes a long way to make friends

EXTRA HELP AND SERVICE FOR ALL

LET US TELL YOU HOW TO GET GENERAL'S ON YOUR NEW CAR