

NEW WILLYS SIX
FEATURES POWER

Entirely New Product is
Powered by 65 Horse-
power Engine.

TOLEDO, O., Jan. 4.—Powered by an engine that develops 65 horsepower, producing a speed of 72 miles an hour in high and 48 miles an hour in second, the new Willys six is announced by the Willys-Overland company as one of the most powerful cars in its price class. With this achievement of power, the Willys six brings to the low priced field a surplus of speed for all the demands of modern motoring. In appearance the new car offers a style development as pronounced as its exceptional performance and is seen as a significant bid by Willys-Overland for outstanding leadership in the Willys six price class.

An entirely new car, the Willys six meets the popular demand of the buying public for a low priced six with a speed and power development found heretofore only in cars selling above the \$1000 class. Numerous features of ultra-modern engineering are embraced in the construction of this new car, such as its rubber insulated engine, highest compression of any engine in its price class, internal 4-wheel brakes all around; manual heat control; full force feed lubrication; three spoke rubber covered steering wheel; "finger-tip control;" crankcase ventilation; heavy counter-balanced crankshaft; hand brake lever at extreme left; adjustable front seats in sedan model; sturdy frame construction; large oversize tires; and unusual oil and gas economy at cruising speeds of 35 to 45 miles an hour.

Meets Demand of Public
Never before in automobile history has any car manufacturer met the public demand for speed and power in the low priced six class in such dramatic fashion. In addition the Willys six incorporates every element of safety and utmost riding comfort at every speed range. The striking new models, which include a Standard sedan,

DeLuxe sedan, coupe, roadster and coach, are characterized by color of distinctive beauty with rich color combinations and interior upholstery comparable with cars selling at higher prices.

Not content with a performance of 72 miles an hour in high speed, the Willys-Overland engineers have developed an engine that flashes away from traffic jams at 48 miles an hour in second gear. Such a performance in this price field is another striking example of the company's determination to establish the new Willys-Six in an individual classification.

The engineers have gone even further than providing a car of great speed and power with distinctive lines of beauty—they have perfected a car that is certain to win acclaim because of its remarkably easy riding qualities. Double acting hydraulic shock eliminators give a soft cushion effect over every kind of roadway and assures comfortable riding under all conditions.

Rush Offices To
Get 1930 Licenses

PORTLAND, Jan. 4 (AP).—With only 17,000 of the 80,000 automobiles registered in Multnomah county operating with 1929 license slips. A mob of applicants packed the entrance to the state license bureau at 69 Fifth street all day Thursday and returned in full force yesterday. Thirty-five hundred licenses were issued Thursday, said W. R. Campbell, head of the bureau.

The law declares that January 1 is the date for utilizing the new tags, and anyone operating without them does so at his own responsibility, said Campbell. However, officials of the bureau intimated that as long as applicants are thronging the doors, there is not likely to be an immediate drive upon 1929 licenses.

ICE CREAM SAVES TREE
SHEWATER, N. J., Jan. 3 (AP).—With the help of ice cream a 161-year-old tree has been saved from destruction. Seven women entertained three workmen on a warm day and induced them to use spoons instead of axes. Meanwhile their husbands used ornate on the town fathers.

NEW FORD BODY
TYPES PRODUCED

New Models Shown in La
Grande — Perkins
Explains Changes

Presentation here Tuesday of the new Ford resulted in hundreds of Union county people viewing the two-window, four-door model at the Perkins Motor company. W. C. Perkins, local Ford dealer, emphasizes the fact that on mechanical change is contemplated in the car because of the thoroughly satisfactory performance it has been giving.

He described the car as follows: "Redesigned along ultra modern lines, the new bodies will have a distinctly refreshing appearance, with all the beauty and charm of contour, line and proportion usually associated only with custom coachwork and large cars.

Entire Front Raised
"The entire front of the model A is raised and in beauty proportion to the new body types. Moulding treatment is new, and fenders are of more generous dimension, flowing with the lines of the car. A new treatment in the contour and sweep of the bodies, with a graceful forward pitch, gives the impression of fleetness.

"Every line from the flat radiator cap to the tip of the low, graceful curve of the rear fenders is new, clear cut and extremely smart.

"Inadvisable steel will be used for radiator shell, headlamps, hub caps, all are bright and shining, and will stay so, for in this rustless steel the chromium is not on the outside, like a thin veneer, but is alloyed with the iron. Moisture, whether from water, steam, ice or snow will not rust it.

Change in Radiator
"Perhaps the most striking change to catch the eye is the new radiator. Still retaining the Ford individuality, the contour of the shell is extremely attractive, blending beautifully with the new fender lines and other changes. The top follows somewhat the lines of the old shell, with narrower lines down

each side, which curve into a junction at the starter opening in the center of the lower section.

"The general effect is one of greater height and less width, which, combined with the sweeping curves, contributes much to the trimness and smartness of the whole car.

"This effect is heightened by a sturdy tie rod, finished in black enamel, which rises in a graceful arch from each fender. It supports the license bracket, and the headlight, which are higher than before.

Sturdier, Smaller Wheels
"Additional strength has been built into the body by the construction of the cowl, the sides of which extend in one piece up along the windshield pillar to the roof line. Not only does this give sturdiness, but it reduces the possibility of squeaks. While cowl lights are standard equipment only on the town sedan and cabriolet, all body types have been wired for them, and they may be installed at small cost.

"A sturdy, compact design of the wheels has been produced. They are smaller in diameter and consequently nearer the road. As before, they are made complete, in one piece, all of the steel spokes being electrically welded to the hub shell and rim. The angle at which the spokes are placed helps to distribute the force of road shocks and gives greater strength.

Easy Riding Qualities
"With the use of the smaller wheel the tire size has been increased from 4.50x21 balloon to 4.75x19 balloon. This adds to the comfort of the passengers in a car already remarkable for its easy riding qualities.

"A variety of colors has been added and may be obtained by the purchaser without additional cost. Much study has been given to this matter and an especial effort made to please the women motorists.

Tudor Sedan Roomier
"The most notable changes in the body types have been made in the Tudor sedan, the coupes and the open cars.

"The Tudor sedan, most popular of the five passenger closed cars is longer. More room has been

1930 CHEVROLET
SIXES DISPLAYED

Smoother, Faster and
Better Tells Story of
New Series of Cars.

DETROIT, Jan. 4 (AP).—A reduction of \$30 in the prices of Chevrolet automobiles was announced Friday by W. S. Knudson, president and general manager of the Chevrolet Motor company. The reduction is effective today.

"Smoother, Faster, Better!" This tells the story of the new series of 1930 Chevrolet sixes which are now on display in the showrooms of the Larison Chevrolet Company.

Proclaimed as the "greatest Chevrolet in Chevrolet's history," the new series includes a sport roadster, standard roadster, sport coupe, standard coupe, phaeton, club sedan, standard sedan and coach.

The 1930 Chevrolet six, with scores of improvements, is the offering Chevrolet Motor company makes to the new year; an offering made possible by the fact that in 1929 Chevrolet built and sold over a million, three hundred thousand six-cylinder automobiles. This enormous volume production has made possible many savings in the Chevrolet factories, especially in the cost of raw materials and various production processes.

In keeping with Chevrolet's policy these improvements represent increased dollar per dollar value with no appreciable increase in price of any of the models.

The 1930 Chevrolet six embodies scores of vital improvements which affect phases of comfort, performance, endurance and safety.

Lighter cast-iron pistons, with bronze bushings; new motor head design; fully-enclosed, internal-expanding brakes; four Lovejoy hydraulic shock absorbers; sturdier transmission; heavier clutch—these are typical of the improvements found throughout the design of the car.

Other advancements include a heavier rear axle; larger tires;

new self-adjusting spring shackles; new electric gasoline gauge; new non-glare windshield; new instrument panel; new and richer upholsteries.

These improvements evidence themselves in the car proper. Striking colors add beauty, dignity and smartness of the body lines. To those discriminating buyers who desire a car in the low-priced field—a car which embraces everything that is modern, yet powerful and fast—the new Chevrolet is proclaimed by its designers and builders as being the embodiment of all these attributes.

The combined creative talents of Chevrolet and Fisher designers, in offering these eight beautiful new models, have been put to full play. The interior of the car is particularly striking. Upholsteries are richer and more durable. Seats are wider and deeper, with more luxurious cushions. The new non-glare windshield makes driving safer and more pleasant. The new airplane instrument panel carries a convenient grouping of driving controls—and the distinctive new color combinations grace every model.

Chevrolet engineers point out that the four DeLco-Lovejoy hydraulic shock absorbers on all models eliminate road shocks and greatly increase comfort.

They also declare that the improved 50-horsepower six-cylinder motor gives smoother, quieter operation with increased power.

In traffic, the new automotive acceleration pump provides the flashing pick-up which is to be desired so much. And fully-enclosed, internal expanding weather-proof brakes assure positive brake action at all times.

New, larger, full-balloon tires with smaller wheels improve roadability comfort and appearance.

For night driving the two-beam headlamps controlled by a foot button permit courtesy, without dimming the lights.

And of course all closed models have the distinct Chevrolet feature, the adjustable driver's seat.

ONE IN EVERY
FOUR PERSONS
OWN AN AUTO

Records secured from the secretary of state's office by the Union county chamber of commerce reveal that from Jan. 1, 1929 to Nov. 30, 1929, there were 4,559 passenger cars and 486 trucks registered from Union county.

Sales were particularly high in this county this year, it is said, bringing the average ownership of a car to about one person out of every four, which is better than the national of about one in every five.

ITALIANS HEAVY SMOKERS
ROME (AP).—Figures just given out show that Italy consumed 1,311,452,000 cigarettes last fiscal year. Some 400,000 pounds of cigar tobacco were consumed.

New Erskine Is
Shown Today At
New York Show

The official introduction of Studebaker's Dynamic New Erskine will take place at the New York automobile show today. One of the outstanding features of the new Erskine is that it has more power per pound of weight than any other car under \$1000.

Many outstanding improvements typical of Studebaker's progressive engineering policy will be found on the Dynamic New Erskine, including a new Burgess Acoustic muffler which absorbs sound waves yet offers little or no resistance to the passage of exhaust gases. Loss of power, due to back pressure, is thus eliminated. The walls of the acoustic muffler are lined with steel wool which makes unnecessary the use of baffle plates found in the conventional muffler. Effective horsepower in the new Erskine is increased by the use of the improved muffler.

Another outstanding feature of the new car is the Lanchester vibration damper on the heavy drop-forged crankshaft. This feature of engine design is of European origin, and is seldom found on any but the highest priced cars. It subdues motor vibration and contributes to the smoothness for which the new Erskine engine is pronounced. Smoothness is further enhanced by the engine being mounted in live rubber to minimize vibration to the body and frame.

A spring loaded choke, automatically controlled, precludes the possibility of an overlooked engine with its consequent injury to motor parts, and again typifies the advanced engineering of the Dynamic New Erskine.

In the tri-lateral belt moulding of the new Erskine, an entirely different treatment of body design gives an unusually pleasing effect to the body, which is swung low on a chassis of 114-inch wheelbase.

Motor Service
Garage Opened
In La Grande

Claude Willock and Don Dean, of La Grande, announce the opening of their new garage at Greenwood and Jefferson streets on Wednesday, Jan. 1. The opening of the new business place started the new year off with one more name along automobile row.

The two men have named the place "The Motor Service Garage," and state that service will be emphasized at all times, with the policy to give the best service possible to the motoring public. The garage is equipped with the latest in equipment.

Testing Out New
Markers Along
State Highways

PORTLAND, Jan. 4.—Two killed when auto stalls on crossing. The above gruesome headline appears far too often in the daily prints. Particularly is such a story featured on front pages on Monday mornings, when the week end toll of fatal accidents is enumerated. In the majority of instances, it is found that such accidents are due to the negligence of drivers who either fail to hear the oncoming train, or attempt to "race" it to the crossing. Unfortunately this "race" with the train often becomes a "race" to virtual suicide.

The tremendous use of the highways has lead many states to carefully study the use of markers along the highways.

The state of Oregon is one of the most progressive in this particular question. In Oregon, as in every state, signs on the road-side warn motorists of crossing dangers. There is one defect in this sort of warning, pointed out by Oregon state automobile officials, and that is that on foggy nights these road-side markers are not visible; hence accidents occur in spite of them.

Many suggestions were received by the automobile association relative to the problem. Some suggested screeching sirens, which would warn the motorist; others suggested lights and one ingenious fellow suggested a net into which motorists would run and be held until the train passed. Then the net would open and he could go on his way.

Finally the association decided to test out road markers. On a particularly foggy night, the party started out in a Pontiac sedan and travelled to the crossing set for the experiment. As they came down to the crossing the driver, who had been uninformed of the scheme, said, "I see some white lines in front and—good heavens—it is a railroad crossing!" He stopped on the brakes and the Pontiac came to a stop.

The officials of the association decided that their experiment was a success. Other states have taken hold of the suggestion and are using it with great success, but praise for the idea belongs to Oregon, one of the most progressive and motor-minded states in the country.

The "first robin" story is already at hand—from Ohio—and the only trouble is that it's impossible to figure out whether this particular bird is getting there ahead of time or just getting away late.

The only musical instrument invented in this country is the banjo, says a music trade magazine. Then you can't blame us for everything.

Eighteenmillion pairs of cotton hose were manufactured in this country last year. One of these days you're going to see a pair.

A TORRENT OF

POWER AND SPEED!



72 MILES AN HOUR

48 IN SECOND . . . 65 HORSEPOWER
RICH BROADCLOTH UPHOLSTERY
INTERNAL 4-WHEEL BRAKES . . .
HYDRAULIC SHOCK ABSORBERS
THE FINEST VALUE EVER OFFERED
AT SUCH LOW PRICES ♦ ♦ ♦

In the new Willys Six, Willys-Overland presents a car of such beauty, speed and power as have never before been known in the low-priced field. ♦ Lines, colors, interior appointments and upholstery fabrics reveal an entirely new concept of beauty for inexpensive cars. ♦ The mighty engine is rubber-insulated against vibration, and effects performance which can be appreciated only through personal experience. At the same time, this motor is most economical, exceptional mileage per gallon of gas being achieved at the modern cruising speeds of 35 to 45 miles per hour. See the Willys Six at your very first opportunity.

WILLYS-OVERLAND, INC., TOLEDO, OHIO

THE
GREAT NEW
WILLYS SIX

SEDAN DE LUXE
Down Payment only

\$355

Balance in 12 or 18
Easy Monthly
Payments

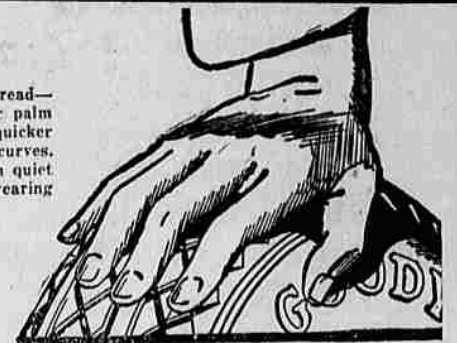
List Prices, \$695 to \$850. Prices f. o. b. Toledo, O., and specifications subject to change without notice.

Gettings & Hanks

Corner Jefferson and Fir

Test No. 1

Press your hand on the All-Weather tread—feel its deep-cut diamonds grip your palm just as they grip the road for safer, quicker stops. Test the greater grip on curves. See the superior tread traction, smooth quiet running, easy steering, slow even wearing features.



Test No. 2

Strike two, evenly stretched carcass cords. Best standard cord snaps. Patented Goodyear Superwrist Cord "gives" and comes back unbroken. See why Superwrist—up to 50% more elastic!—has superior ability to withstand road-blows.

"See the Superiority"

Come In and Try These Tests!

There must be good reasons for millions more people preferring Goodyear Tires to any other kind—for Goodyears ever increasing leadership.

Come in—learn these reasons—SEE THE SUPERIORITY in Goodyear Tires with tests you can try yourself.

No obligation to buy. This is an educational event—everyone welcome. Your eyes will be opened—it will save you dollars when you DO need tires.



All Goodyears are
Guaranteed for Life!

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