

CHEVROLET TO MEET DEALERS

Factory Executives Touring Country Holding Sales Conferences

In order to get its 1929 sales program directly before its dealer and factory selling organization the Chevrolet Motor company is again sponsoring its annual spring series of nation-wide sales meetings, the first of which took place in New York City a few weeks ago.

This year the meetings are to be divided among three crews, each embracing a personnel of five factory executives, all of whom are specialists in some phase of merchandising. Heading the crews will be R. H. Grant, vice president in charge of sales; H. J. Klingler, general sales manager; M. D. Douglas and D. E. Ralston, assistant general sales managers.

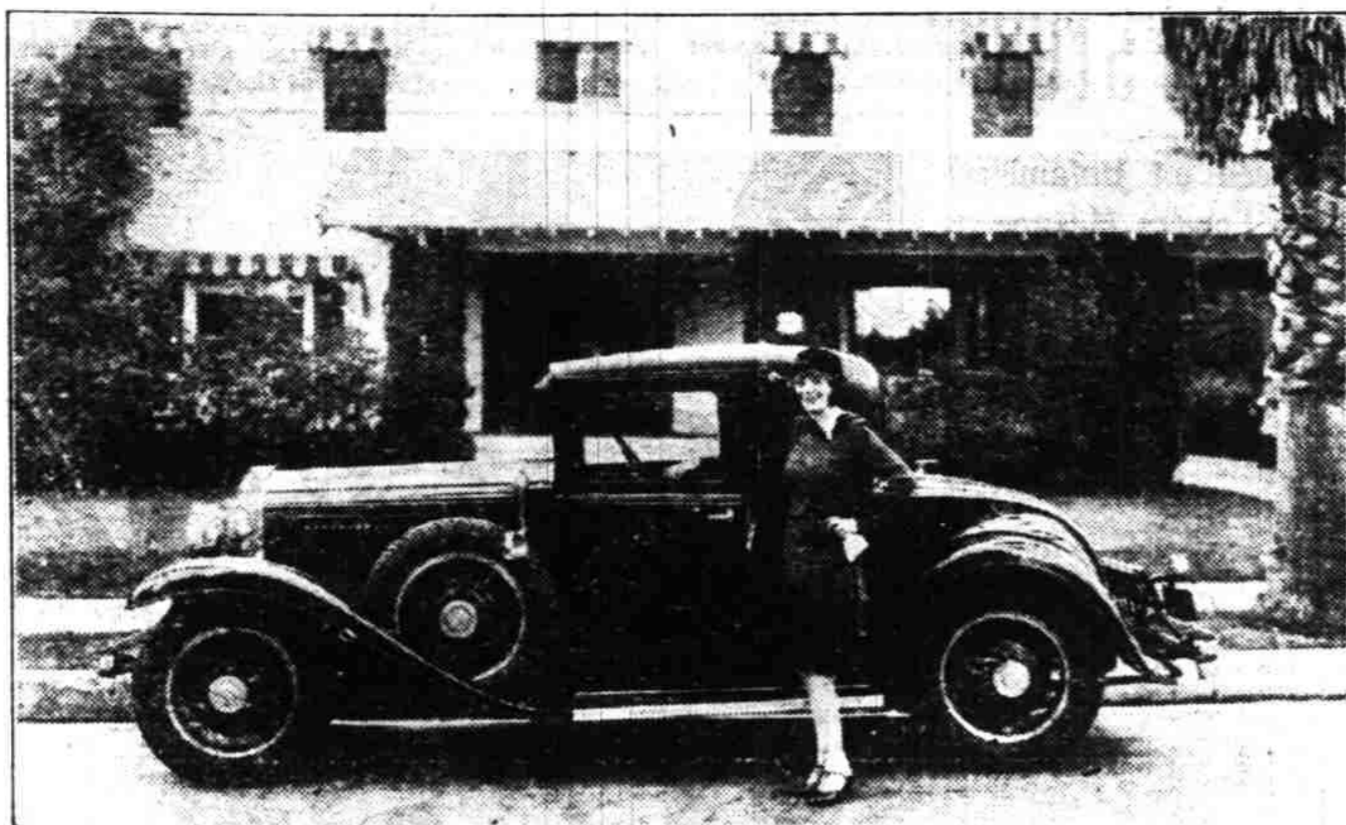
Thirty-Five Cities Included

The itineraries of the crews carries them to every key city in the country so that none of the 25,000 persons who compose the factory and dealer selling organizations will have difficulty in learning Chevrolet's 1929 sales program from the lips of the men who devised it. Tentatively this program has as its goal the sale during 1929 of 1,250,000 units, the largest annual quota ever established by the world's largest builder of automobiles.

Thirty-five cities are included in the three itineraries. The Denver, February 29. Each meeting will be concluded in the course of two days and the program will be identical. There is a three hour afternoon program which is followed by an elaborate evening banquet and ample time is provided for dealers to take up their individual problems with the factory officials.

More than a carload of scenery, props, stage properties and special lighting equipment are necessary for the presentation in each city. The services are also required of a specially trained show crew to direct the work behind the stage so that in front of the footlights the dealer organization may witness the most impressive and instructive stage show ever sponsored by any company in the industry.

Selects Senior Six As Gift



ALMA RUBENS, motion picture star, decided on a Dodge Brothers Senior Six sport coupe as the car to give her mother. Miss Rubens is shown in front of her home with the motor car present just before the car was delivered.

In Portland, Feb. 13 Mr. Grant's party which left New York and will branch gradually into the far west, includes the following members: C. J. Seifert, assistant manager of legal finance and accounting; H. H. Goodrich, used car sales promotion division; J. A. McLean, fleet division; R. J. Pearce, parts and service division. Mr. Klingler's party which will cover the middle west and the southeast, includes: W. A. Brees, manager of dealer finance and accounting; J. H. Moore, regional sales promotion manager; T. E. Chancellor, truck division; and D. G. Frazer, service promotion manager. The party headed jointly by Mr. Ralston and Mr. Douglas, which will cover the middle and southwest, includes: L. L. Linnhan, assistant manager of dealer finance and accounting; W. G. LeWellen, sales promotion manager; Sidney Corbett, manager of truck division; and J. P. Little, manager of parts and service.

The Pacific region meetings are scheduled for the following dates: Butte, February 7 and 8; Seattle, February 11 and 12; Portland, February 13 and 14; Oakland, February 18 and 19; Los Angeles, February 21 and 22; Salt Lake City, February 25 and 26.

CURTAINS DRIED

During rainy spells curtains go up and down with a degree of regularity. Unfortunately, they do not all go down dry. Some are put away with moisture still clinging to them. The next time they are needed, mildew has got in its dangerous work and probably ruined an otherwise fine protective device. Be certain the curtains are dry before they are stored away in the car.

Cars Tested at 36 Degrees Below Zero in "Cold Room" At Chrysler Laboratories

Science is contributing more analysis and action, and more to the modern motor car.

Manufacturers' efforts constantly to build cars which will give finer performance, even at the coldest extremes of temperature, have opened up portals for research, inventiveness and ingenuity to step in and lend every assistance at their command. Chrysler is one company whose progressive policies have afforded science its opportunity to assist in making motor cars constantly less susceptible to the changing elements. In its new engineering laboratories, Chrysler has a department where nearly every motor car unit and virtually every product consumed in motor car operation can be tested and carefully studied for its abilities down to temperatures far below zero.

In its "cold room" a portion of which is shown in the accompanying illustration, the operation of entire cars has been studied at temperatures which have reached as low as 36 degrees below zero, with experts checking and apparatus recording every possible detail of operation. The lubricating ability and viscosity of various oils; definite knowledge concerning anti-freeze solutions; capabilities of batteries, generators, starting and lighting systems; carburetor action and efficiency all these and other abilities of the various engine parts under extreme conditions are carefully recorded and passed on to the proper executives for further

AJAX ANNOUNCES SALES INCREASE

Orders obtained from dealers by the Ajax Rubber company, Inc. in December, 1928, showed an increase of 37 per cent over November, 1928 and an increase of 51 per cent over December, 1927, according to H. W. Roland, general sales manager at the company's general offices in Racine, Wisconsin.

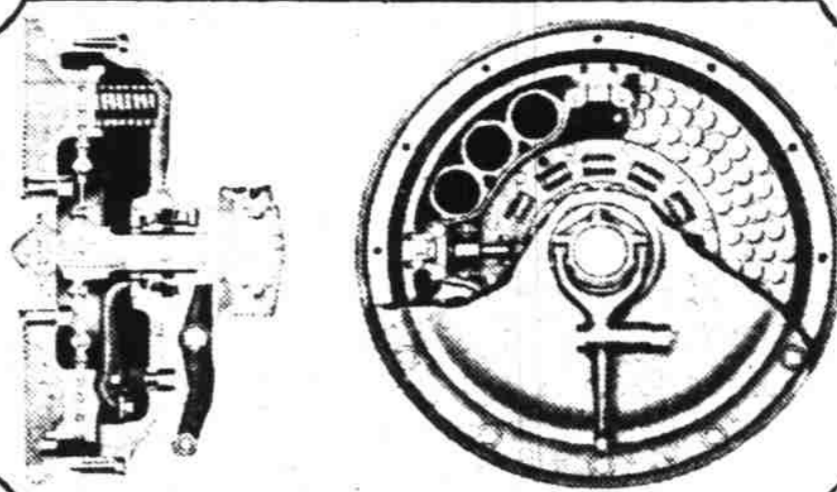
The company went into 1929 with an unprecedented amount of unfilled orders, reflecting an increase of 93 per cent over December 31, 1927.

New distributors are reported in considerable number; while the inquiries received extensively from the merchants throughout the country indicate the keen general interest being aroused by the recent announcement of the Ajax sales program and policy for 1929.

"The new Ajax gold bond tire

with its sweeping warranty of eighteen months against road hazards," states Roland, "has proved a sensational innovation to the industry. Never before has a tire manufacturer expressed such confidence in the stamina and wearing qualities of his product—and we believe that never before was so broad and long-lived a warranty on a popular priced tire justified. We know what we can put into our gold bond performance contract because we know what

Greater Hudson Has Exclusive Clutch



Cork studs and small spiral springs in the 1929 Greater Hudson clutch plate absorb the shocks of starting and sudden stopping. This exclusive Hudson-Easex clutch construction is an important factor in producing the valuable performance feature, "cushioned power flow."

we are putting into our gold bond tire."

A national newspaper campaign will herald the details of "the world's first bonded tire" to the consumer public. Despite the production of gold bond tires being increased daily at the Ajax plant in Racine, Wis., incoming orders from thousands of dealers for the new tire have taxed production facilities, and have necessitated additional orders for mould equipment.



Shadowed!

Free yourself from the ever-present Phantom of Wash Monday by letting us take care of your laundry. So many women say it's an actual pleasure to look at the things we've laundered—they're so beautifully done.

Japanese Hand Laundry and Cleaner
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Telephone 752

SEIDERLING

A Real Good Tire

Protection against all road hazards for one year.

Our repair and vulcanizing department is well equipped to give good service. Our service car will answer your call for roadside service.

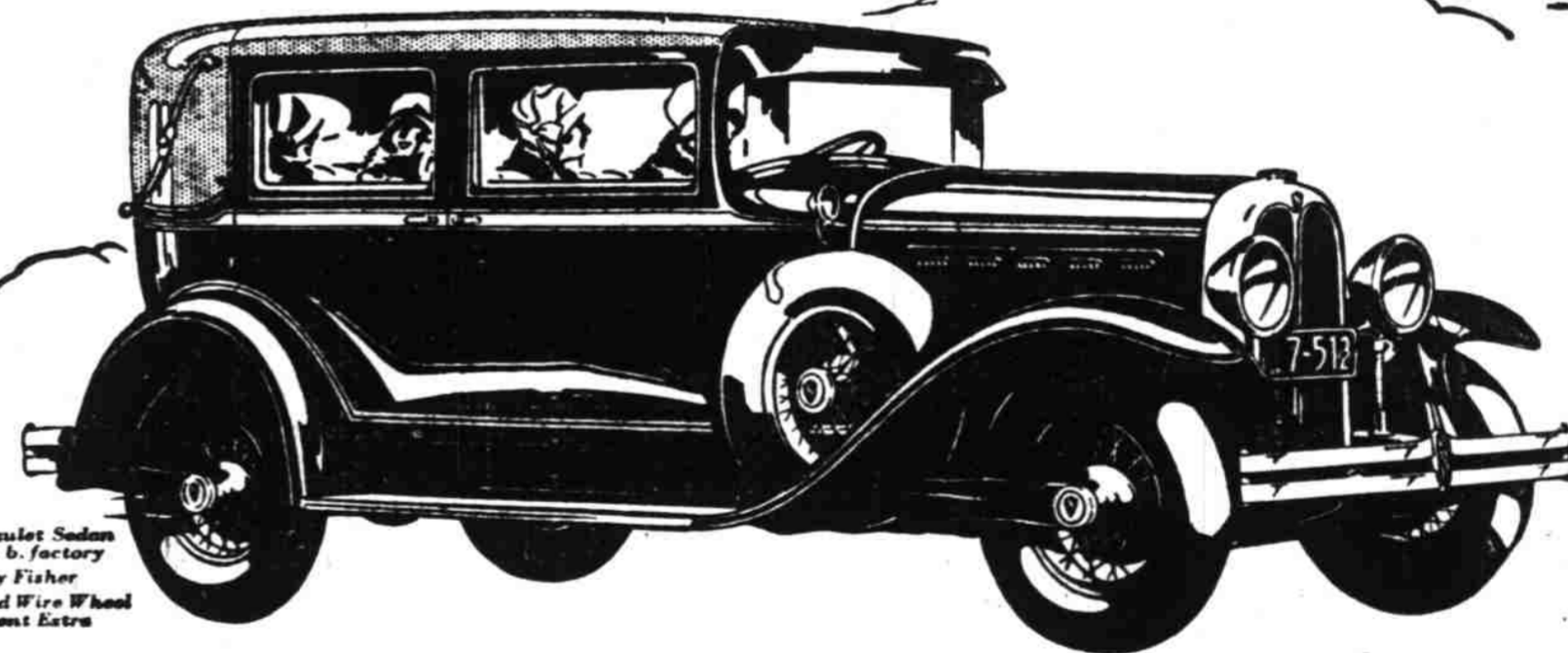


ZOSSEL'S TIRE SHOP

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NO MATTER where you drive a New All-American you'll find it triumphantly different.

Different in style... with magnificent new bodies by Fisher revealing lines and colors exclusively their own. Different in performance... faster... more powerful... more responsive than anything else at its price.

And basically, too, the New All-American is different. In such things as a big, smooth, silent engine... dynamically balanced,

counter-weighted crankshaft... G-M-R cylinder head... cross-flow radiator... dirt-and-weather-proof internal-expanding brakes.

Isn't that what everybody wants in an automobile? Newness... distinction... individuality? The New All-American Six is a great automotive achievement.

Price \$1145 to \$1375, f. o. b. factory, plus delivery charge. Loan-to: Hydraulic Shock Absorbers and spring covers included in list price. Bumpers and rear fender guards extra. Check Oakland delivery prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

VICK BROTHERS, Corner High & Trade Telephone 1841

Associate Dealers: Benton Motor Company, Inc., Corvallis, Oregon; Byerley Motor Co., Albany, Oregon; Silverton Motor Car Company, Silverton, Oregon; C. J. Shreeve & Son, Dallas, Oregon; T. D. Pomeroy, Independence, Oregon; Fred T. Bilyeu, Seio, Oregon; Henry C. Holleman, Harrisburg, Oregon; Fred Gooch, Jr., Mill City, Oregon; Elmer Fitzgerald, Lebanon, Oregon; Austin's Service Station, Brownsville, Oregon; H. W. Morris, Waldport, Oregon; A. J. Gilliam, Toledo, Oregon; Frank Miller, Aurora, Oregon; N. J. Arnold, Monmouth, Oregon; Bones Brothers, Turner, Oregon.

A NEW ALL-AMERICAN SIX BY OAKLAND

Talk about BARGAINS!



Guaranteed for 12 months against all road hazards

THE finest tires the world has ever known!

The lowest prices ever for peak quality tires.

A guarantee against all road hazards for 12 months.

More than that... the guarantee is in the form of a real Surety Bond, issued by the American Surety Company. That means it's got to be fulfilled. Ask us to show you a copy.

And we will make good on it right here in our store... without delay, without red-tape.

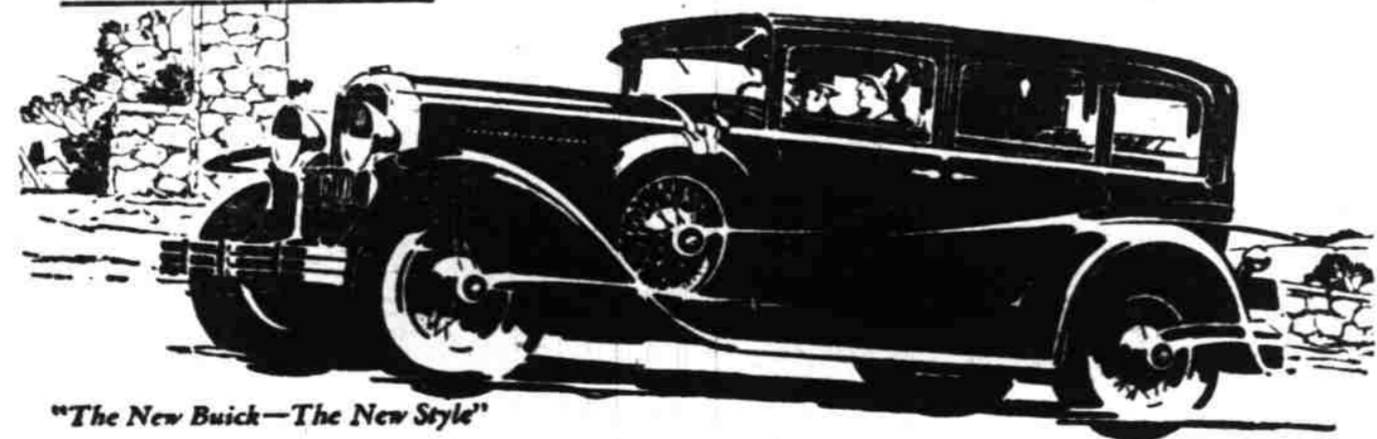
With such quality, such prices such a bonded-guarantee, our Dunlop Tires are the biggest bargains ever offered!

Dunlop's new Winterized Tires now in stock... This does away with Chains.

Al's Super Service Station A. J. Rousseau Center at Church, Tel. 2283

EASY PAYMENTS GLADLY ARRANGED

Get behind the wheel and Get the facts!



"The New Buick—The New Style"

Drive before you buy----

To assure maximum satisfaction with your next car—to obtain finest performance and fullest enjoyment—take the common sense method of driving before buying!

All cars are not the same... as a single drive in Buick will demonstrate conclusively!

Here in this dashing Buick is the new standard of power—getaway—acceleration—smoothness—swiftness—virility—a standard so unique and unrivaled that Buick is winning more than twice as many buyers as any other automobile listing above \$1200.

Prove these points to your own satisfaction. Get behind the wheel and get the facts. Drive a Buick—and let results on the road determine your choice!

Buick Motor Company, Flint, Michigan Division of General Motors Corporation

COUPES . . . \$1195 to \$1875
SEDANS . . . \$1220 to \$2145
SPORT CARS . . . \$1225 to \$1550
These prices f. o. b. Buick Factory. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan.

match Buick power, getaway, swiftness and stamina against any other automobile

--then you'll

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