

CHEVROLET COMPANY PLANS HUGE OUTPUT

140,000 Unit is Quota for March; Efficiency is a High Mark

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 1,400,000 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 140,000 units—an amazing output when it is considered that active production of the new six-cylinder cars has been under way less than three months," said Douglas McKay, local dealer.

"Although no definite figures have been issued, it may readily be assumed that the April schedule will call for an even larger production and that midsummer will witness a quantity output in all of Chevrolet's assembly plants never before equaled by a manufacturer of six-cylinder cars."

February production, according to Mr. Knudsen, amounted to 121,249 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 in "changing over last fall from four to six-cylinder production, with an interim of only six weeks to effect necessary alterations, the Chevrolet Motor company deserves credit for an astounding achievement."

WOMAN FLYER HANGS UP NEW AIR RECORD

Mrs. Thaden Spends Record Time in Flight Above Oakland Airport

New recognition in the realm of aviation is being accorded the Pacific coast after the feat of Mrs. Louise Thaden, daring San Francisco aviator, recently descended from the clouds above Oakland airport with a new world's endurance record for women.

This is the same girl who last January hung up an altitude record for women of some 22,200 feet, a height which has not yet been equaled by any of her sister aeronauts. Mrs. Thaden was Sunday the recipient of scores of telegrams from all over the United States congratulating her on her success and aviation circles all over the world are now looking to the west coast for news of further triumphs in the air.

In both flights, Mrs. Thaden, who looks more like a season's sub-deb than she does an aviator, used a Travelair biplane, powered by a Hispano Suiza motor which is a survivor of war service and is still doing yeoman service. Using Associated Aviation gasoline and Cyclo Aero oil, also on both flights, she reported that this motor functioned smoothly and without a slip.

New Use For Motor Car



This Chevrolet Six was built especially to transport the complete Polo equipment of J. Cheever Cow. In, nationally known poloist, who is participating in the polo championships at Del Monte, California, this month.

Chevrolet Sales Manager Finds Conditions Good in All of Western Territory

DETROIT, March 21.—Returning here this week after an absence of six weeks, during which a majority of the larger cities west of Chicago were visited, R. H. Grant, vice-president in charge of sales for the Chevrolet Motor company, when asked his impressions of the business outlook in the territory covered by his tour, expressed himself enthusiastically over the existing prosperity and the indications that this generally prosperous condition will continue throughout the year.

The tour was made in the company of several Chevrolet department executives and a close study of local and district business activity was made at each point through personal investigation, contact with hundreds of Chevrolet dealers, bankers and other business men.

To Regain Old Honor Prospects of a material increase in Chevrolet retail sales due to the broadened field opened up by the introduction of the new six in the price range of the four, and a high degree of enthusiasm evident among dealers everywhere appears to be certain of fulfillment, according to Mr. Grant, who declared the temporary shortage of cars incident to the change-over of the factory to the new six cylinder model was being rapidly overcome and that Chevrolet would again take its place as the dealer in cars registered, a place it has held for the past two years except for a lapse of approximately 60 days while the plants were being altered to produce the new car.

At Minneapolis Mr. Grant declared the outlook was excellent for a good wheat crop due to the heavy snowfall. In spite of severe weather conditions, which, by the way, prevailed almost everywhere during the period of the tour, he declared both wholesale and retail business in Minneapolis was about normal, with prospects of returning moderate temperature proving a decided stimulus to business.

Rains Help in Montana Heavy rains last fall, followed by heavy snows this winter, promise another bumper crop season in Montana as well as prosperity for the stock raiser. The rising tide of wages in the Butte mining district, together with the best outlook for the copper industry in

years indicate a year of exceptional prosperity, he said. Since the establishment of a Chevrolet zone office in Butte about two years ago the volume of sales has been more than doubled.

The lumber business, as well as building operations and even retail sales were slowed up slightly early in February by cold weather and heavy snows, yet credit conditions in Seattle are excellent and all lines of business appeared to be only waiting for the opening up of the highways and streams for what promise to be one of the best years the state of Washington has ever had.

In Portland the Chevrolet party found business generally on the upgrade with every indication of unusual activity throughout the year. The outlook for the lumber industry, which has been below normal for some time, promises better prices and is generally better than for some years. Lumbering was temporarily closed down until the streams opened up, but it was expected weather conditions would improve within a few weeks at the most. Oregon's excellent system of highways, like those of Washington and California, has done much toward shortening distances and has proven the greatest stimulus to decentralization of population and greater activity for the farmer, the stock raiser, the fruit grower and the retail merchant. These highways have brought the more isolated sections closer to the wholesale and retail markets, and to rail and steamship heads.

WHIPPET FEATURES ARE NEW IN FIELD

Beauty, Larger Bodies and Driving Ease Noted in Late Models

Distinctive features, mechanical perfections and beauty of design, as far superior over those of the present day light car as certain of the original Whippet features were over the light four cylinder car of two and one-half years ago, are characteristic of the Superior line of Whippet Fours and Sixes being presented by the Williams-Overland company, and may have a marked effect in revolutionizing the light car field.

The bodies of the superior Whippet models have been newly designed, presenting greater beauty and larger size. The full crown one-piece fenders are sweeping in design and give an added touch of tone to the exterior appearance. The radiator is entirely new, being higher and larger, and gives the car a decided appearance of greater speed. The doors on all models have been widened and with the increased roominess of the interiors, provide ample room for entrance and exit.

"Finger Tip" New Control Chief among the Whippet's mechanical features is the "Finger Tip Control," designated by many automotive experts as the greatest advance in driving convenience since the self starter. By means of the "Finger Tip Control," all the functions of starting the motor, controlling the lighting system and sounding the horn are concentrated on one single button conveniently located in the center of the steering wheel.

DESOTO GROWS INTO LARGE NEW FACTORY

Heavy Volume of Salem is Cause for Expansion of Company

The entire passenger car manufacturing facilities of the Chrysler Motors plants in Highland Park at Detroit has been taken over for the exclusive production of the DeSoto six, according to an announcement this week by company officials.

The big Highland park plant is built on a site covering an area of more than 83 acres. One of the most complete manufacturing institutions in the industry, it has been used in the past for building other Chrysler Motors products as well as the DeSoto six. The million and three quarters feet of floor space in Highland park has now been set aside for DeSoto in anticipation of the heavy volume of sales predicted for the coming year by dealers and officials of the company. Approximately 1,500,000 feet is used exclusively for manufacturing. The remainder is devoted to offices.

In the first five months of its existence DeSoto reached a volume of production and distribution unparalleled by any other car during the same period in the entire history of the automobile industry.

"It is the demand for the DeSoto six which makes it compulsory for us to increase our production facilities," said L. G. Feed, general sales manager for DeSoto, "and use this great plant solely for DeSoto. Millions of dollars have been spent in factory expansion and our facilities throughout have been extended. Production has increased vastly and still the demand more than keeps pace with our greatest efforts to produce cars."

HUGE INTEREST SHOWN IN MOTOR BOATING

More widespread public interest in motor boating this year than ever before is predicted by H. E. Fromm, of the Marine engine division of Chrysler motors. Mr. Fromm is well known in the motor boat industry, having been actively associated with it for 29 years.

He points to the remarkable success of the 1929 motor boat show in New York, which was attended by approximately 35,000 persons daily; the much lower prices now asked for well-built craft; standardized engine hull and design, simplified construction and the faster speed now being obtained without increased stress on the hull or engine, and the growing number of motor boat display and sales rooms.

About 1000 Hungarian participants have been liberated in various sections of the state by the game commission.

BANKS PUT IN NEW DEVICES FOR AUTOS

In an effort to assist in the growing problems of traffic congestion in western cities, traffic experts have enlisted the aid of business institutions with surprising results. Many new suggestions have been advanced by business houses located in congested areas, and a number of institutions have solved their own parking problem.

Among the latter is a large banking institution in Oakland, California, which, according to word received here this week by Hobart Rhade, of the Salem Automobile company, Durant dealer, has installed a curb depositary to permit patrons to make deposits at any hour of the day or night without leaving their machines.



JOE WILLIAMS Service that Satisfies

to the curb, and drop the deposit into the chute. The triplicate receipt slip is then sent to the bank through regular mail channels for insurance purposes.

GOT 10 PER CENT DIVIDEND Depositors of the defunct Astoria National Bank are receiving a 10 per cent dividend. This is the second dividend. The first one was of 25 per cent.

TO BOTTLE LITHIA WATER The bottling and sale of Ashland's famous lithia water and the development of the road to Lake of the Woods are the two major projects which the Lithians will push this year.

PHONE 198

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"Western Auto's" 13th Anniversary SALE!

Ends Tuesday, April 2nd

Tuesday, April 2nd, is the last day of this great Anniversary Sale. Just a few more days for you to save on scores of high-grade, fully guaranteed motoring necessities. Wait no longer... go at once to your nearest "Western Auto" store—and stock up for present and future needs. Your economies will be well worth while.

Clean-Up, Shine-Up Materials Reduced!

Chamois and Sponge Here's a big combination value. Fine quality, good sized chamois and a genuine "Cuba" wool sponge. Regularly \$2.95. Anniversary Sale price for both **\$1.39**

"Buckeye" Cleaner A harmless cleanser for automobiles, furniture, floors, etc. 1 1/2-pound can... **31c**

"Golden Star" Auto Polish For all Duce, Lacquer, Varnish or Enamel finishes. A quick and easy polish. Pint... **49c**

Tabular Kait Cloth Fine texture, non-scratching. Fine for polishing delicate finishes. Four-yard roll... **36c**

"Perfection" Pedal Pads For all cars except Ford. Heavy rubber pads with polished metal frames. Clamp firmly over pedals. Greatly increase your comfort and safety at our Anniversary Sale price of, per pair... **56c**

Rubber Runningboard Mat Protect your runningboards and prevent slipping with these mats. Heavy ribbed rubber with screws for attaching. Size 7 1/2 x 11 1/2. Sale price... **22c**

Savings for Smokers Out-of-site Ash Receiver Keep car floor free of ashes and matches, and help prevent forest fires by installing this convenient clamp-on ash receiver. Folds back under dash when not in use. Attractively enameled... **49c**

"Defiance" Electric Cigar Lighter A dependable clamp-on lighter with long, self-winding cord and long-lasting lighter tip. Splendid value at our sale price... **81c**

Wing Radiator Cap A snappy nickel wing cap for Model "T" Ford and Chevrolet to include 1927. 3/4-inch wing spread makes it easy to unscrew. Sale price... **35c**

Wind-Wing Clamp-on Mirror Specially designed for use on cars with wind-wings. Beveled mirror, enameled frame and strong spring clamp. An outstanding value during this sale for... **79c**

"Visionite" Green Glass Mirror Eliminate glare from headlights in rear. Perfect vision by day, too. Added driving safety for only... **\$1.49**

Flashlight A nationally known 3-cell flashlight with very powerful reflector. Fibre case, nickel-plated trimmings. Complete with fresh batteries and bulb. Reduced to... **57c**

Bag-4 Clubs-2 "Ranger" Balls "Majestic" Golf Outfit Reduced to **\$6.95**

"Playrite" Golf Balls Reduced to **34c**

Here are some special Anniversary Sale bargains from our complete Golf Department. Don't miss these values.

"Practo" Balls Just the thing for indoor practice. A strongly knit ball of regulation size. Regularly 25c... **18c**

"Majestic" Outfit If you want a good, complete outfit for little money, here's your chance. Set includes good looking, strong khaki bag with ball pocket and leather sling. Driver, Mid-Iron, Mashie and Putter... and 2 Ranger balls. Clubs are good quality, with hickory shafts and good grips. Complete outfit... **\$6.95**

"Lee" Durable Coveralls A rugged coverall of double-texture khaki, strongly stitched, roomy pockets. Cut full for easy motion. Analyser-sure Sale price... **\$2.49**

"Lee" Motor Coat A snappy coat for motoring or working around the car. Popular with service station men. Full and roomy... handy pockets and belt. Best grade white herringbone weave cloth. Big value at... **\$3.27**

From Our Ford Department "All Pep" Timer... Stop engine trouble with a genuine "All Pep" Timer... popular everywhere... **37c**

Thomas Ignition... System... Easier starting, quicker acceleration and smoother motor operation... with even, powerful voltage on hills. Complete for Model "T" Ford... **\$5.95**

F & P Oiling System... A simple yet very efficient oiling system for Model T Ford cars. Easy to install and sure in action... **\$2.39**

FOR ECONOMICAL TRANSPORTATION



A Quarter Million NEW SIX CYLINDER CHEVROLETS on the road since JAN. 1st

To satisfy the overwhelming public demand for the new Chevrolet Six, the Chevrolet Motor Company has accomplished one of the most remarkable industrial achievements of all time. In less than three months after the first Chevrolet Six was delivered to the public, the Chevrolet factories are producing 6,000 cars a day. As a result, more than a quarter-million new Chevrolet Sixes have been delivered to date—and this tremendous popularity is increasing every day! If you have not yet seen and driven this remarkable car—come in for a demonstration!

The Roadster, \$225; The Phaeton, \$235; The Coach, \$295; The Coupe, \$295; The Sedan, \$315; The Sport Coupe, \$325; The Convertible Sedan, \$325; The Delivery, \$225; Light Delivery Coupe, \$225; 1 1/2 Ton Coach, \$525; 1 1/2 Ton Coach with Cab, \$550. All prices f.o.b. factory, Flint, Mich.

-a Six in the price range of the four DOUGLAS McKAY CHEVROLET CO.

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