

IN A CLASS BY THEMSELVES



The Product of Experience

TO manufacture and sell a type of car not described by this price but the best that years of experience, unexcelled buying-power, and a capacity for obtaining raw materials unequalled by any other organization in the world, can produce is an achievement. Such an undertaking could not be accomplished save by the aid of unlimited resources in money, men, material, and machines supported by the most modern methods of manufacture.

Chevrolet motor cars are as truly the "products of experience" as the locomotive, the ocean liner, the skyscraper. Each has had its splendid growth from a small beginning. Each is today the expression of problems solved, principles proved, materials standardized, and methods verified, through difficult years of which the public has known nothing.

The Chevrolet, through and through, is of genuine steel, the best steel; genuine iron and bronze and brass; the best of each; and no less extensive organization than the Chevrolet Motor Company could hope to duplicate it to sell for anywhere near the Chevrolet price.

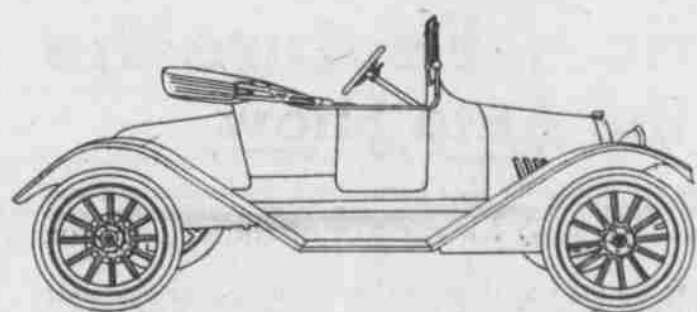
For a product of experience can be offered at the price within the reach of most people only when an organization has been completed whose buying, building, marketing, and service-rendering powers can lower cost and maintain quality beyond the ability of any other organization in its field.

And this the Chevrolet Motor Company has done. You will find more value—visible and invisible—in the Chevrolet "Four-Ninety" than in any other car at its price in America. The proof?

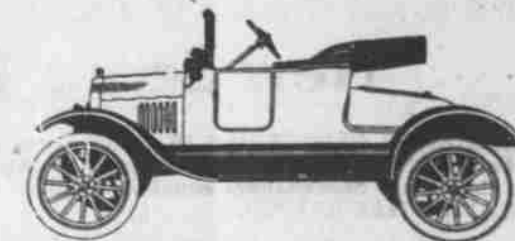
"Four-Ninety" Specifications

MOTOR: Four-cylinder, valve-in-head type, 2 11-16 inch bore, 4-inch stroke.
CYLINDERS: Cast in block (including upper half of crankcase). Head detachable.
VALVES: 1 1/2 inch diameter.
CONNECTING ROD BEARINGS: 1 7/8 x 1 3/8 inches.
CRANK SHAFT BEARINGS: Front, 2 5/16 x 1 1/4 inches; center, 1 1/2 x 1 21/32 inches; rear, 2 11/16 x 1 24 inches. Center bearing of bronze, back babbit lined.
CAM SHAFT BEARINGS: Front, 2 3/8 x 1 5/16 inches; center, 1 1/8 x 1 9/32 inches; rear, 1 7/16 x 1 1/4 inches.
OILING SYSTEM: Splash, with positive plunger pump, and individual oil pockets.
CARBURETOR: Zenith improved double jet.
IGNITION: Consecutive Automatic.
CLUTCH: Cone type.
TRANSMISSION: Selective type, sliding gear, three speeds forward, and reverse.
COOLING: Thermo-siphon system, extra size cellular radiator with large overhanging tank carrying head of water over valves at all times.
REAR AXLE: Three-quarter floating, wheel bearing carried on the wheel-hub and in axle housing. Load carried on axle housing, not axle shaft. Nickel steel shafts and gears. Hyatt roller bearings. Ratio 2 1/2 to 1.
FRONT AXLE: Drop forged, I-beam with integral yokes of special steel, double heat treated.
 tie rod ends, steering spindles and arms of Chrome Vanadium steel, heat-treated. Wheels fitted with cup and cone ball bearings.
BRAKES: Emergency, internal expanding type; service, external contracting type; 10-inch brake drums.
WHEELS: Wood, artillery-type, clincher rims, large hub flanges.
TIRES: 20 x 2 1/2 inches; non-skid, front and rear.
DRIVE: Left side, center control, spark and throttle under steering wheel. Foot accelerator.
STEERING GEAR: Compound spur and sector, adjustable for wear (patent pending), 15-inch steering wheel.
SPRINGS: Semi-cantilever, front and rear, each with extra wide main leaf, or driving plate, made of Chrome Vanadium steel.
BODIES: Two-passenger roadster; five-passenger touring; and five-passenger touring with all-weather top.
WHEELBASE: 102 inches.
FINISH: Black.
EQUIPMENT: Electric lights and starter, highest type two-unit system, single wiring used. Complete lamp equipment, including head light dimmers; mohair tailored top, top cover and side curtains (two-passenger roadster and open touring car only); windshield; electric horn; complete tool equipment, including pump and jack.

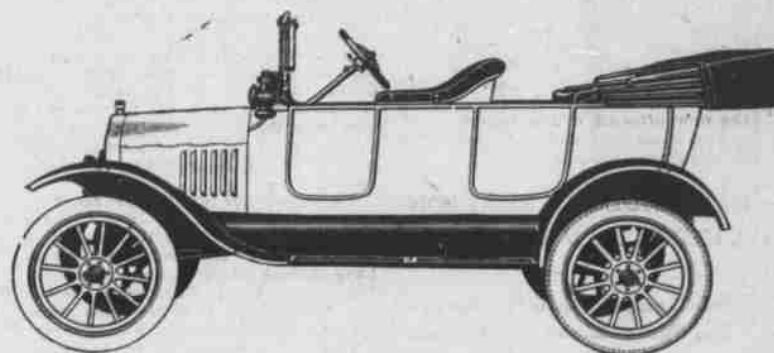
Touring Car, in Pendleton \$635
 Roadster, in Pendleton \$620



Complete line of parts always on hand. Tires, accessories, oils, lubricants and repair shop. Mechanics who can give you prompt, efficient attention. We are temporarily located at 709 Thompson Street while the contractors are erecting our modern concrete garage at the corner of Water and Johnson Streets. Telephone 408.



FORD



DO YOU KNOW?--

There are more than 1,750,000 Ford cars now in service.

One-half of all the cars on American roads are Ford cars.

The biggest shoe factory in the United States produces less than one-fortieth of the entire shoe product of this country.

The greatest American flour mill turns out less than one-twentieth of the flour used by our people.

The largest manufacturer of clothing in the United States does not make one-tenth of the clothing required by the people of America.

But the Ford factory builds more than one-half of all the motor cars used on this continent.

This is a business condition absolutely without precedent or parallel anywhere.

This would not be so, could not be so, if the Ford car had not proven, by all the tests that time and the greatest number and variety of uses and abuses can impose, its superior worth. It has delivered to users what they demanded in a motor car.

To sum it up, from any and every angle, there is only one reason why the Ford car so far outsells all other cars: **IT IS A BETTER CAR.**

Commonplace simplicity marks the greatness of the Ford.

Simple in design—anyone can quickly understand it.

Simple in construction—and every part a bulwark of strength.

Simple in operation—anyone can operate it.

Simple to maintain—anyone can care for it.

Light weight reduces the cost of upkeep because it reduces the wear and tear on tires, by giving more miles per gallon of gasoline—and by lessening the strain upon the car itself. Again, tires for Ford cars are comparatively inexpensive, because large size is not required—they give the maximum service because the car is light. The owners of Ford cars have the least troubles with tire and other expenses—something worth thinking about in buying a motor car.

By all counts the Ford is most economical. It costs less to operate than any other car. Individual experiences vary, according to the temperament of the person who drives it, and the conditions under which it is maintained. Many of our owners drive their cars at a cost of less than two cents a mile—and all agree that the Ford's cost of maintenance is lowest.

And in the matter of service Ford leads. Ford repairs are to be had in practically every town or city in the country. More than 9,000 Ford agents are required, under their contracts with the company, to carry a complete assortment of Ford repair parts. The dollar value of these agency parts stocks at the present time is considerably more than \$12,000,000.

You can never get very far away from Ford service. And you will find it quick, economical and courteous.

Touring Car, in Pendleton \$414.85
 Roadster, in Pendleton \$399.85

SIMPSON AUTO COMPANY

DISTRIBUTORS FOR UMATILLA COUNTY