

CLEVELAND CAR TO COME HERE

Varied Models Will Be Displayed, Announced

Within the next 30 days the Union Motor Co. of Portland will have on display in Bend various models of cars put out this year by the Cleveland Motor Co., according to Fred W. Durbin, representative of the Portland house, who was in Bend this week. H. Hagen is the representative of the Cleveland company in Bend.

"Something genuinely new: A motor car which represents the elimination of all needless bulk, all surplus—a combination of Europe's trim compactness with America's elegance and power. An engineering prodigy so outstanding that it can be offered to the American public at a figure never before thought possible in the field of quality built cars."

This is the message brought to Bend by Durbin relative to the new Cleveland cars. "Those who have driven heavy cars for years will marvel most at this new motor car," the message continued. "Those who are still inclined to believe that extra weight and extra bulk are indispensable to easy riding and reserve power are due for the surprise of their lives."

The "one shot" automatic chassis lubrication system is a feature of the

new Cleveland six which marks it as one of the outstanding cars of the year, says Durbin. With this "one shot" oiling system, a plunger projects through the floorboard near the driver's heel. By stepping on it, 25 points on the chassis are lubricated simultaneously. The operation takes just two seconds, Durbin explains.

SALES CONVENTIONS MAY GO ON THE AIR

Magic of Radio May Save Time for Auto Dealers

Will sales conventions of the future be held through the magic medium of radio?

B. J. Williams, sales manager of the Paraffine Companies, Inc., of Portland, believes they will.

Williams recently spoke over station KGO in San Francisco on "What Selling Is and What Selling Is Not." It has been said that 1,000,000 people heard the address, and letters received by the station indicate that the average person who buys goods every day is just as interested in selling as the salesman himself.

Williams is one of the best known sales managers in the United States and he numbers among his friends some of the biggest business executives in the nation. A significant fact about Williams' talk is that it was listened to by each of these business friends in all parts of the nation.

He will speak each Monday night for six weeks over radio KGO, his talk for Monday, May 11, being "Types of Selling."

Salesmen working under Williams' direction in various parts of the west are "listening in" to their chief, and it is predicted by experts that every business concern will have a radio to effect quick communication with its salesmen before many years elapse.

Many Olds Franchises Added In Single Month

Fifty-seven new Oldsmobile dealers, located in 27 states, obtained franchises in one week in April. This one week's record is indicative of the position Oldsmobile holds in the trade, according to L. G. Dodge, assistant sales manager of Olds Motor Works. There are now 2,400 Oldsmobile dealers in this country, the largest number in the history of the organization.

"The trend of public demand in the Oldsmobile price class is for a six cylinder car, said Dodge. "This no doubt has some bearing on the desire of many dealers to obtain an Oldsmobile franchise. There also is the feature of Oldsmobile affiliation with the General Motors Corporation, which gives the dealer the advantages of financial benefits of the General Motors Acceptance and Exchange Corporation, as well as assurance of stability and permanency."

Almost anyone can see the humor of the situation when it is someone else who is situated.

Experience keeps a good school, but there are some who continue their attendance far too long.

K

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But

LET US HONE YOUR CYLINDERS

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Official Raybestos Brake Lining Service

GENERAL AUTO REPAIRING

54 Minnesota Ave.

Oil of catnip is used by the United States geological survey as a lure for mountain lions to attract them to poisoned bait.

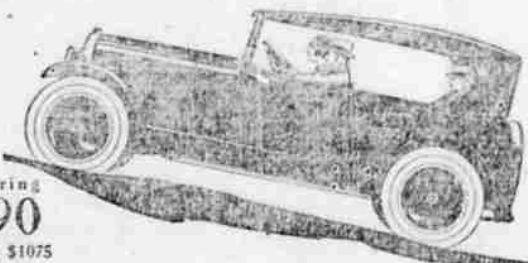
For 50 years Mrs. F. H. Hawkins has been the regular organist of the Roman Catholic cathedral in Cardiff, Wales.

It's a good job for some of those who ask for justice that they don't get it.

Matrimonial knots are usually made of pure string.

You may feel for others, but you must think for yourself.

Horse- power what does it really mean to you?



Touring
\$890
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Very much—if you only accept our invitation to drive this car and to test its surplus power for yourself. For your first ride will give you a complete understanding of the power and performance that can be built into a moderate-priced car when resources like General Motors' and Oldsmobile's are available.

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Six

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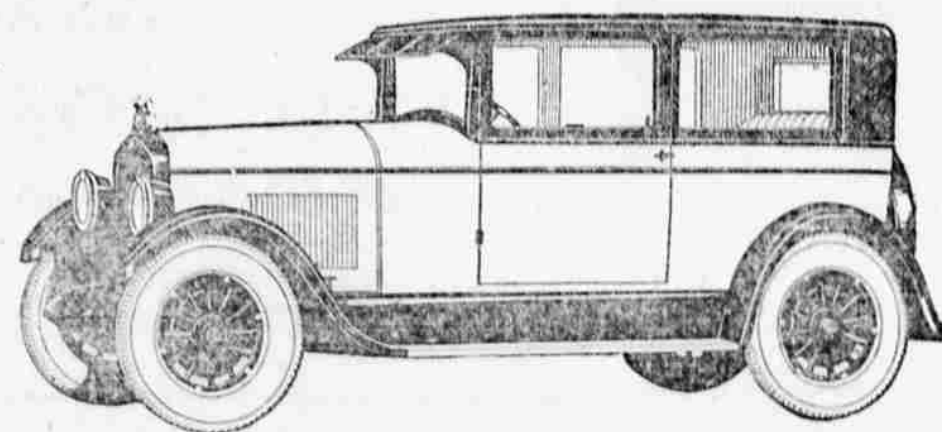
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Bend, Oregon



JEWETT ANNOUNCES

The Newest, Smartest COACH—\$1260

THERE'S an air of newness and refreshing beauty about this new Jewett Coach. And the reason is obvious. It is new—in every detail of its construction. In name and design it's a coach. But in the qualities that make for permanence—long life—roadability—it so far surpasses the average coach that comparison only accentuates Jewett's leadership.

You'll recognize in its design the smartness of many far costlier cars. Rich color enhances its custom-built appearance. New type upholstery—introduced by Jewett in the Coach—combines beauty with long wear.

Doors are wider. There is ample room to enter or leave the rear with-

out folding either of the front seats.

You'll experience a deep satisfaction in this car's sedan-like roominess—for here at last is a coach that is really built for five. And built strong—with sedan construction throughout—not ordinary "coach" construction.

And the amazing New Jewett Motor! As new and thrilling as the Coach itself. The same big, powerful six that has carried Jewett to the very top of its class—now improved by Paige-Jewett engineers to give still greater performance—25% more power!

Here is sedan quality and coach convenience at open car price. You'll go a long way to equal its value.

Entrikin Bros.

129 Greenwood Ave.

Phone 497 W

THE same old wearing qualities plus new, easier-riding qualities—that is the Kelly Flexible Cord.

Easier-riding because it is more flexible. More flexible because it is built with the new integral head. Long wearing, partly because of this new flexible construction and partly because it has an extra thick, tough tread.

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Flexible Cord

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