

CHEVROLET WILL MAKE 1,250,000

Production Schedules for This Year Call for Big Output

With its 15 great factories approaching a capacity production basis, the Chevrolet Motor company at this time is preparing for the greatest year in its history. Tentative production schedules arranged for 1929 call for an output of more than 1,250,000 cars and trucks, shattering all former records. In this connection, officials declared that if the current demand persists it is probable that the schedule will be revised upwards to satisfy sales requirements.

Introduction of the new six cylinder car in the price range of the four has brought tremendous pressure on the sales department for early deliveries. The manufacturing division is bending every effort to cope with the demand and with production schedules reaching up to new levels every day, officials point out that deliveries should be even more prompt in the future.

Open New Plants

The opening of new assembly plants at Atlanta and Kansas City last year, increasing the company's production facilities by more than 200,000 units annually, has enabled the manufacturing division to enter the year in excellent condition.

Smart New Body Lines Revealed in Pontiac Big Six



Innovations in the Pontiac line this year are the landulet sedan and convertible cabriolet shown on the right. Above is the popular 2-door sedan and lower center shows the striking head-on view of this newest General Motors Six.

to cope with the most exacting sales demand. In addition to expanding the company's productive capacity, the opening of these factories will speed up deliveries to owners.

Activity at the giant motor plant at Flint, Mich., is increasing daily and the assembly and sheet metal plants there are also operating on one of the heaviest schedules in their history.

A large addition to the small parts plant in Bay City has put

this huge factory in position to speedily handle the increased volume demanded of it. The factory at Saginaw, Mich., already one of the world's largest, has been nearly doubled in size. Additions and alterations to bring about greater efficiency have been installed in the transmission plant in Toledo and the gear and axle and drop forge plants in Detroit.

Nine Assemblies Busy

Nine assembly plants in the following cities are now approaching a capacity basis: Flint, Mich., Tarrytown, N. Y., Buffalo, N. Y., Norwood, Ohio, Janesville, Wis., St. Louis, Mo., Kansas City, Mo., and Oakland, Cal. In connection with each of these large factories is an equally large Fisher body plant, where the popular bodies of that make are built, finished and fitted to the Chevrolet chassis.

In addition to the foregoing facilities, the Chevrolet Motor company maintains an export plant at Bloomfield, N. J., where Chevrolet motors, transmissions, etc., are packed for shipment to all quarters of the world.

Installment Plan For Car Insurance

Motorists now can secure the protection of four necessary forms of insurance in the largest and oldest casualty insurance company in America on an easy and convenient monthly payment plan.

Under present traffic conditions the need for such insurance is greater than ever.

Lawsuits for personal injuries and for damage to property are now so common against car owners, even against those who may not be at fault in traffic accidents, and verdicts are for such large amounts that it is no longer safe to take a chance. Every automobile owner needs the service of insurance, adjusters to handle claims out of court, if at all possible, and in court if necessary. They need the insurance company's funds to pay the claims. They might as well have the best.

The Travelers Insurance company and The Travelers Indemnity Company, which together issue a policy affording liability, property damage, collision and plate glass coverage, have service offices throughout the United States and Canada, so that you are near efficient help in case of accident or matter where you may drive your car, according to Oscar Warnock, local agent.

Nash Motors Co. Reports Heavy January Gains

KENOSHA, Wis., Feb. 9.—The Nash Motors company reports an increase in shipments for January over 77 per cent greater than for the same month last year.

C. H. Bliss, sales manager of the company, in commenting on this significant increase, says: "With an auspicious beginning, 1929 starts off toward the fulfillment of our expectations of the greatest year in Nash history. We have just registered better than 77 per cent gain in shipments for January, over the same month last year. From all sides, Nash dealers report greater accomplishments and growing prospects for new sales records."

"For example, our retail deliveries at the country's principal distributing points, including New York, Chicago, Detroit, San Francisco and other key cities, during the first two weeks of January show a 58 per cent increase over the same period a year ago. This came on top of gains amounting to 28 per cent and 40 per cent, respectively, for the final weeks of the past December.

"Our export shipments for January also show a very substantial gain, topping those of the same month in 1928 by 41 per cent.

"During the past eight months more than 110,000 of these new '400' series cars have been placed in the hands of owners.

"These increases in the volume of our business are all the more impressive from the fact that 1928 was a banner year for Nash. And we fully expect 1929 to prove by far the greatest year we have ever had."

GARAGE GOSSIP

Curry in Elgin.—Albert Curry, of the Pontiac garage, was a visitor in Elgin yesterday.

Boys Cars.—E. N. Tinehneil, of La Grande, is the owner of a four door Pontiac sedan purchased this week.

Mr. Lentz Has Car.—B. E. Lentz purchased a four door Pontiac sedan this week.

Boys Erskine.—Mr. and Mrs. G. E. Erskine purchased a new Erskine car this week from M. J. Goss and company.

Mr. Evans Visits.—Carl C. Evans, of Collin's Brothers, Portland, visited in this city yesterday. Mr. Evans is a Cadillac and La Salle distributor. He visited the M. J. Goss garage.

Get New Cars.—A carload of new Fords arrived in La Grande this week, including two closed cab pickups, two four door and one two door sedan. Two carloads of cars are to arrive at the Perkins Motor company this week. The shipment includes four cars and six trucks. Two of the cars and the six trucks will be delivered to the Oregon state highway shops here.

Mr. Williams Here.—S. W. Williams, of the Pocahontas branch of the Bunting Tractor company, was a visitor in this city this week.

Mr. Goodman Comes.—Wade Goodman, of San Leandro, Cal., was a visitor in La Grande

this week at the Bunting Tractor company. Mr. Goodman is a representative of the Caterpillar Tractor company.

ANOTHER SAFETY FACTOR

Crash helmets have been ordered from England by the A. A. A. contest board which will be demonstrated to championship race drivers before the Indianapolis 500-mile classic. The helmets consist

of ten layers of airplane fabric cemented together under pressure. They resemble a gourd in shape, but are said to be a thorough protection against head injuries. The standard type racing helmet is fitted inside.

Right Through The Ice and Snow

Yes—we've dug out a good driveway for you. Even though this may be the worst snow since '67 we will wager (a small sum) that we are selling more Texaco Gas and Oil now than was being sold in the whole country at this same time during that famous year. You know the New Texaco Gas starts easily on cold mornings and this Golden Texaco Motor Oil runs freely even in zero weather—just like molasses on a hot fourth of July.

Greasing and Tire Repairs Too.

HEASTY'S FILLING STATION

Corner 2nd & Adams.

A New Plan

offered by the
Largest Multiple-line
Insurance Organization
in the World

The Travelers

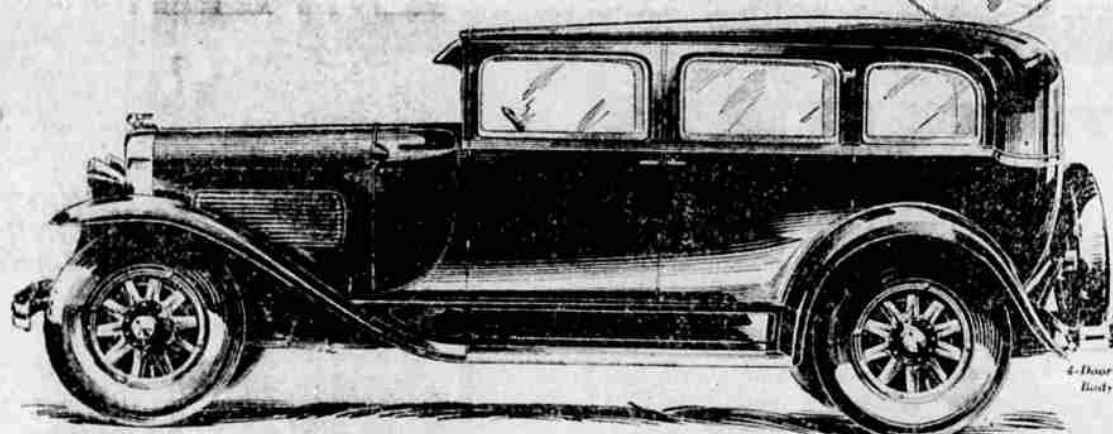
Hartford, Connecticut
Good Insurance and
Good Service Since
1865

Pays Insurance Benefits to an
Average of 3,000 People
Every Business Day

United States Investment Co.

O. W. WARNOCK, Manager
United States National Bank Bldg.
La Grande, Ore.

The Neighbors will KNOW without being told . . .



4-Door Sedan, \$1145
Body by Fisher

PEOPLE don't go around telling their neighbors, "I'm progressive. I'm looking for finer things." Yet neighbors have ways and means of knowing. And one of their surest signs is the family automobile.

That's why the New Pontiac Big Six offers so much to up-and-coming Americans. It represents progress. It embodies big car luxury, performance and style. It constitutes an impressive step up from lower-priced transportation.

The New Pontiac Big Six is a real innovation—a brand new car from beginning to end. It offers big car performance produced by a big, new I-head engine, accurately balanced rotating parts, new and silent internal four-wheel brakes, Hotchkiss drive and many additional mechanical features of equally high quality.

It provides the style, comfort and luxury of a car 167 inches in overall length and equipped with masterly new bodies by Fisher.

And in this way it appeals to those thousands of Americans who are looking ahead. Some of them could pay up into the thousands for their automobiles. Sometime they may. But this year, for reasons of their own, many of them who could pay more will not do so. For them the New Pontiac Big Six offers a happy solution—big car qualities at prices which make no great drain on the purse.

Prices \$745 and up, f.o.b. factory, plus delivery charges. Bumpers and rear fender guards regular equipment at slight extra cost. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

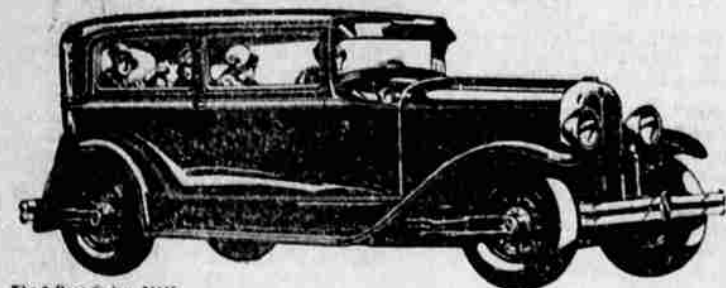
LA GRANDE MOTOR CO.

Hall Motor Co.

1419 Adams Ave.

Enterprise, Oregon

THE NEW PONTIAC BIG 6 at \$745



The 2-Door Sedan, \$1145
Body by Fisher

All America is being captivated by the New Oakland All-American. By its vivid new style and voguish new beauty. By its surging power . . . its flashing pick-up and speed . . . its impressive quality.

Prices \$1145 to \$1275, f.o.b. factory, plus delivery charges. Leveaux Redwoodie Shock Absorbers and spring cases included in list prices. Bumpers and rear fender guards extra. Check Oakland delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

What an opportunity for motor car buyers . . . a car of All-American quality for as little as \$1145! Considering its magnificent new bodies by Fisher and its construction . . . the most surprising thing about it is the price.

LA GRANDE MOTOR CO. Adams Avenue

A NEW ALL-AMERICAN SIX BY OAKLAND