

MANY CHEVROLET SIXES ON ROAD

Company Announces Today That More Than 1,200,000 Rolling Now.

DETROIT, Oct. 5—The Chevrolet Motor company announced here today that more than 1,200,000 of the new six cylinder Chevrolet cars have been placed on the road since the first of the year.

This achievement accomplished in little over nine months, is three times the best showing of any other manufacturer of six cylinder cars in a calendar year and tops Chevrolet's record total for the entire year of 1928.

It is now certain that six cylinder production will set a world record this year, surpassing for the first time in the history of the industry the output of four cylinder cars. This leadership of the sixes will come about chiefly because of Chevrolet's record showing this year.

Chevrolet factory officials declare that the dominating reason back of the leadership of the six is the public preference for the advantages which this type of construction affords. They point out, too, that the influence of great volume production, which has enabled the industry to get six cylinder prices down to the lowest on record and has made it possible for Chevrolet through maximum volume to offer six cylinder performance at a price that formerly bought only a four.

With a new yearly record already secured, Chevrolet factories are continuing on the biggest fall production program ever undertaken by the company. Nine assembly plants and seven large manufacturing plants are facing the busiest final quarter that Chevrolet has ever known.

GARAGE GOSSIP

Battling Hard—Perkins Motor Co. is now battling hard for supremacy in the great Firestone world championship sales contest which has been under way for several weeks.

Tom Kahara is owner of a Willys-Knight sedan, purchased from Gettings and Hande.

On Business—W. D. Hanks was in Enterprise on business Friday.

New Oldsmobile—W. H. Green, of Joseph, is the owner of a new Oldsmobile sport roadster purchased from the Oldsmobile Sales company.

Cardinal Unloaded—The Blue Mountain garage unloaded a carload of International trucks Thursday.

Here—W. C. Beckert, of the Calvert Motor Sales corporation, was in La Grande yesterday and Thursday.

Vacation—Frank Pitt has gone on a three weeks vacation to Colorado to visit relatives.

Representative Here—F. J. McConnell, territory representative for the Oakland-Pontiac Motor company, left Wednesday after spending several days in La Grande.

Many Cars Sold—Alva Stone, of Meacham, has purchased a new Chevrolet roadster. George Nease is the owner of a ton and a half truck. A Chevrolet truck has been purchased by the city of La Grande.

A Chevrolet coupe was purchased by Carl Flannery and a light delivery truck has been purchased by the Modern Laundry. New Chevrolet coupes have been delivered to E. V. Lemons, L. C. Bulbs, E. R. Stein and Harold Danzey. The Eastern Oregon Music company is the owner of a ton and a half truck. Roy H. Davidson of Healdton bought a sport Chevrolet.

let roadster. C. B. Stoddard is the purchaser of a ton and a half truck. Eugene Bartness, of Hilliard, has a new Chevrolet coupe. The Larson Chevrolet Co. sold the above cars, and also unloaded a carload of new cars Friday.

On Trip—J. E. Shumate and Mr. and Mrs. E. R. Humphries spent Tuesday and Wednesday hunting on the Toll Gate road.

New Car Purchased—Carl Stackland is the owner of a Pontiac sedan, purchased from the La Grande Motor company.

Four Door Sedan—A Pontiac four-door sedan has been delivered to George Huntington Curry by the La Grande Motor company.

Two New Cows—Two Durant 60s were driven here from Baker last week by the Durant garage.

Wins A. A. A. Prize—Mrs. Charles Devine has won the prize for being first in the sales contest among the Oregon branch office managers for selling the most memberships in the A. A. A. This is the second prize she has won this year in this type of contest.

Salesman—C. K. Hubbard, salesman of the Lincoln division of the Ford Motor car company, was in La Grande Friday visiting at the Perkins Motor car company.

Hunting Trip—Mr. and Mrs. Charles Devine and son, Charles, returned Wednesday from a two-day hunting trip to Ontario.

DeLuxe Sedan Is Newest Model In Plymouth Line

A new DeLuxe sedan with an unusually roomy body and with many new features of style, comfort and luxury is being announced this week by the Plymouth Motor corporation. This new sedan increases the number of body styles available in the Plymouth line to seven and is priced at a remarkably low figure.

"In building this new DeLuxe sedan we are presenting something new in motoring luxury," said A. vanDerZee, Plymouth general sales manager. "In exterior and interior style and finish and in new features of quality and luxury, it establishes new standards for a car of low price. The same Silver Dome engine and other mechanical features that have proved the Plymouth to be a remarkable car in performance are to be found in this new body type."

Construction features provide a sturdy and attractive full-size body that comfortably seats five passengers. The body, overall, is of black, the belt moulding being an attractive dark blue with cigarette stripes. The black of the body proper is also carried out to the fenders, splash guards, and the chassis sheet metal parts.

Other features of the interior that add a degree of distinction, utility and luxury and window curtains on the rear window and quarter windows, a large carpet-covered foot rest, satin finish robe rack, ash receiver, vanity case and dome light. Rear view mirror and windshield wiper are also standard equipment.

Driving and operating controls are placed to provide the most of control characteristic of all Plymouth cars. Full driver vision, finger tip control and hydraulic brakes add safety.

The Silver Dome engine which powers the new DeLuxe sedan is already well known for its abundant power, its flexibility and its remarkable performance.

Plymouth dealers throughout the country are now displaying this handsome new addition to the Plymouth line, which factory officials took upon as "the pride of the family." The demand for the new body style has quickly assumed large proportions.

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DAYTONA BEACH PLANS STATUE

Monument to Speed to be Erected on Island in Halifax River.

DAYTONA BEACH, Fla. (AP)—Erection of a monument to super-speed is being planned here, where most of the major automobile straightaway trials have been staged in recent years.

Plans call for its erection on one of the small islands in the meandering Halifax river, which separates the smooth, wave-lapped stretch of natural ocean speedway from the mainland.

On the monument are to be inscribed the names and achievements of the makers of all officially recognized world speed records, which date back to 1898, when Chasseloup-Laubat, the Frenchman, assumed the world with a speed of 29 miles an hour.

Since that time the automobile speed record has been broken 21 times by 25 drivers, a list including such familiar names as Barney Oldfield, Ralph DePalma, Tommy Milton and Henry Ford, who in 1903 set a record of 91.37 miles an hour in his famous old "999."

The Daytona Beach speedway has been the scene of every record-breaking achievement since Sir Henry Segrave of England started the world in 1927 by attaining, for the first time, an automobile speed of 200 miles an hour.

Since then the world's straightaway speed record has been boosted to the present mark of 231.362 miles an hour, which Sir Henry set here last spring after his old mark of 202.79 had twice been broken, once by a fellow countryman, Capt. Malcolm Campbell, and once by an American, the late Ray Keech of Philadelphia.

TOLEDO, Oct. 5—The Willys-Overland company, of Toledo, O., builders of the Willys-Knight and Whippet lines of motor cars, announce a nation-wide special fall showing to be held the week of October 6 to 12 in the show-rooms of the company's dealer organization. This special exhibit will include the new Willys-Knight Great Six models recently introduced by the company and admitted to be one of the outstanding achievements of

the current year's motor car presentations.

Executives of Willys-Overland state that the new Great Six is easily the masterpiece of the company's 15 years in the building of Knight engine cars, both from an artistic as well as a mechanical viewpoint. The wide public reception accorded these new models and the resultant high sales volume indicates that car building schedules for this new line must be increased beyond the original plans in order to fill the demand from the field.

In the lower priced field of the Willys-Knight division the Willys-Knight "70-B" has achieved marked popularity. This popularity is attributed, not alone to the low price range but to the new lines of beauty incorporated in the design of the various body models and the notably smooth operation and outstanding performance of the powerful six cylinder Knight steel-valve engine employed.

The introduction of the new Great Six in the \$1895 price class, combined with the Willys-Knight "70-B" in the \$1945 classification, provides a wide range of selection for the buyer both in price and models.

Neither of the two groups of Willys-Knight lines resemble in any way any products previously presented by Willys-Overland, they are distinctly different in appearance and embrace that touch of modernism and individuality that the motor buyer of today demands. Each model is marked by a careful attention to detail, both interior and exterior. The interiors are characterized by utmost roominess which materially increases the pleasures of motoring.

With complete lines of the new Willys-Knight models on exhibit at the special fall showing throughout the nation, Willys-Overland dealers have completed their plans to provide motorists with demonstrations to prove the power, speed, comfort and smoothness of the cars. In these demonstrations the dealer will permit the motorist to select any territory he desires in which to convince himself of the performance qualities of these Willys-Knight sixes.

LAZY SYMPHONY NEW YORK (AP)—Wall street has become accustomed to a market in which a half dozen shares contribute the bulk of trading. One large trader expressed the belief that the stock list this fall would resemble a lazy symphony orchestra in which a few players do all the work.

George Bernard Shaw says he will write a radio playlet for \$3,000,000,000. If he couldn't write one better than some of those

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Advertisement for Chrysler cars. Text: 'To be Up-to-Date Means to be Up-to-Chrysler'. Includes Chrysler Sales Corporation logo and contact information for L. W. Weeks.

Large advertisement for Durant cars. Text: 'DURANT FORWARD SPEED REVELATION WEEK OCT. 6-13'. Includes 'Learn About This Revolutionary Trend from DURANT..Pioneer of the 4-Speed Transmission with DOUBLE HIGH' and 'Amazing New Advantages'.

Advertisement for Playle Oil Co. Text: 'Your Motor Is Calling'. Includes 'It Needs a Lighter Grade of Oil for Fall and Winter' and 'TEXACO' logo. Contact information for Playle Oil Co. is provided.