

FORD OUTPUT IS MOVING HIGHER

Production During September 161,305 Units, a Heavy Increase.

The Ford Motor company today issued the following statement: "Production of passenger and commercial cars during September, 1929, totaled 161,305 units, a heavy increase over production during the same month of the preceding year.

An increased production schedule has been set for October, calling for an output of 175,000 Model A cars and Model AA trucks. The program for October anticipates a gain of 47,000 units over the production of October, 1928, when 127,225 units were produced.

Total Ford production for the first nine months of the current year aggregated 1,633,498 units. Advance schedules indicate that production of Model A cars and Model AA trucks for the full year will exceed 2,000,000 units.

The program adopted for October means that the Rouge Plant will continue on a full five-day schedule. Employment in the Ford plants remains at a high level, with 108,138 employees working in the three large plants of the Detroit area on October 22.

GARAGE GOSSIP

Business Trip—

A. R. Curry returned Thursday from a business trip to Walla Walla and Lewiston. Thursday night he delivered a new Oakland sedan from the La Grande Motor company to J. G. Gummert of Enterprise.

Unloaded Carload—

A carload of De Soto sedans has been unloaded this week by Buchanan and Munhall.

Here This Week—

A business caller at M. J. Goss this week was Amil Eber, district representative of the Oldsmobile Motor company.

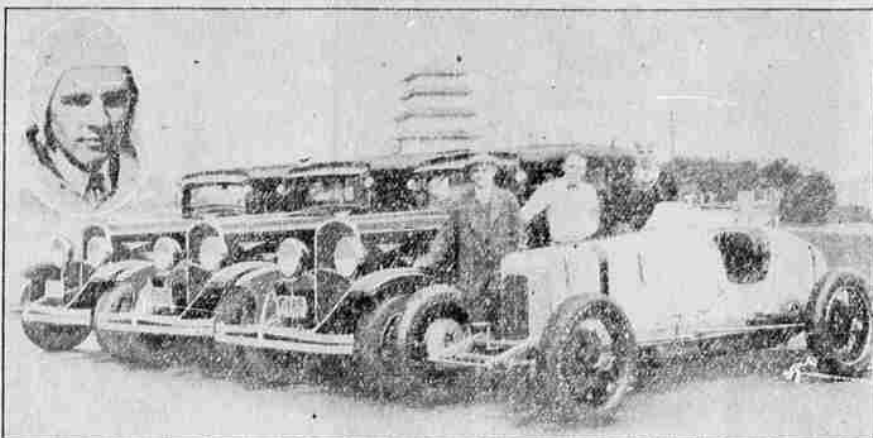
New Employee—

H. E. Taylor, of Salem, has moved to this city where he has accepted a position with M. J. Goss as office manager.

Purchasers of Chevrolet—

Helen D. Dahlvang is the owner

Speed King Buys Five Chrysler "77's"



Before he left Dayton, O., for the winter racing season in California, Louis Meyer, famous "daredevil" of the speedways, bought five new Chrysler "77's". One is for his own use. The other four are for his father, who has already owned eight Chrysler since they were in production five years ago. The other three "77's" are for members of Meyer's racing staff. Meyer will be seen in the inset above and at the right below. His father is on the left. One of Meyer's mechanics is in the center. The picture was taken on the Indianapolis speedway, where Meyer won the 500-mile Memorial Day Class in 1928.

of a new Chevrolet sedan. The Oregon Trail garage at Union has purchased a Chevrolet sport coupe. G. Peniston is driving a Chevrolet sedan. A new Chevrolet sedan has been purchased by L. E. Stundley. These were all purchased from the Larson Chevrolet garage.

Million Dollar Plant—

A million dollar plant for the manufacture of Willard Storage batteries is being built at Los Angeles by the Willard Storage Battery company, according to Curtis Sine, manager of the Automotive Electric company from information just received. This is the third separate unit built by this company to take care of the ever increasing demand for batteries. This unit is being built expressly to handle the West Coast demand. This plant will have a daily capacity of 2000 batteries, meaning better service, fresher stock, and less freight to dealers in the intermountain and coast territories, it is said.

Service Representative Here—

A. C. Cook, service representative of the Oakland Motor company, was in La Grande three days this week, calling at the La Grande Motor company.

Chevrolets Sold—

F. G. Leonard, of Roosevelt, Wash., is the owner of a new Chevrolet coach purchased from the Larson Chevrolet company. James A. Heaton, of Cove, bought a new

Chevrolet sedan this week. A new Chevrolet coupe also is being driven by E. L. Halley.

Sells New Car—

W. O. Hanks of Gettings and Hanks went to Portland last week-end, returning Monday with a Willys-Knight Deluxe sedan. This car has been sold to Young Brothers Ice company.

Here Yesterday—

Norman Woods, Firestone tire representative, was in La Grande yesterday calling at the Perkins Motor company.

Two Carloads—

The Perkins Motor company has unloaded two carloads of cars this week.

Representatives Called

Representatives of the Pacific Finance company of Portland called in La Grande Thursday and Friday and Gettings and Hanks.

Buy New Coupe—

J. W. Maguire has purchased a new Durant coupe from the local garage.

Here This Week—

E. B. Warnstaff, auditor of the Motor Accounting association, was a caller at the Larson Chevrolet garage this week.

Here Friday—

W. J. Richmond, sales manager

for zone 13 of Chevrolet motors, was in La Grande Friday, stopping at the Larson Chevrolet garage.

Here Yesterday—

R. M. Johnson, efficiency expert of the Oakland Motor company, was in La Grande yesterday.

Buy Service Station—

Mr. and Mrs. A. W. Hasse discovered that someone had negotiated the Multnomah service station, at Multnomah, Ore., according to word received here by the local representative of the General Petroleum corporation, whose products are handled by the Hasse's at their new station in Multnomah.

Five Chrysler Cars Purchased By 'Speed King'

Nearly everyone interested in automobiles and racing has followed the career of Louis Meyer and will readily admit he knows a whole lot about both.

His introduction to "speed" came as a boy when he watched his father, Edward Meyer, pedal past the winning post to many a championship in the old-time bicycle races. He took to the track like the proverbial duck takes to water. A brother, too, has built up a repu-

lation with racing cars.

According to the senior Meyer, his sons, since the time they were old enough to drive, have been buying as many cars as they could, rebuilding them for increased speed and performance. It was only natural for them to graduate to the race track.

It was in 1928 that Lou first gained his right to a niche in the hall of fame by winning the 500-mile Memorial day classic at the Indianapolis speedway. He was not quite 24 years of age then. In 1929 he followed this victory with second place in the same race and established a record as the only driver to win the American Automobile association championship for two successive years. In addition, he holds the distinction of being the only winner of three successive races on the 200-mile board track at Altoona, Pa. This year he finished first in one hour, 46 minutes, 34.8 seconds. His name will go down in racing history with De Palma, Seagrave, Campbell and Miller.

Lou, who has been driving racing cars for five years, attributes his success largely to a knowledge of automobile mechanics.

While in Dayton, Ohio, recently, he bought five new cars. One was for himself, another for his father and the others for members of his staff.

The cars he chose were four Chrysler "77" coupes and a "77" roadster. Shortly after the fleet was delivered the party set out for California, where Meyer was born. Lou will participate in a number of west coast races before returning to the east next spring. Prior to the acquisition of these new Chryslers, the champion had owned five of the same make, and his father eight.

"In selecting the Chrysler,"

its unusual performance. The Meyer said, "I was attracted by multi-range gear shift is the greatest gear shift I have ever used. I sincerely believe every car of the future that doesn't have this for some similar type will be as out of date as a car without four-wheel brakes. On my racing cars I have used down-draft carburetion somewhat similar to the new system on the Chrysler, finding that it gives more power, mileage and a surer fuel supply than the conventional type. There are plenty of other reasons why the Chrysler stands out prominently and these can best be appreciated behind the wheel."

"Five Of Gas" Is Big Investment In Good Roads

"Five gallons of gas" is rather a small order and in itself rather inconsequential—repeated thousands of times, however, it means something even in these days of big business.

Each time the motorist of Oregon buys "five of gas" he is making

an investment of a considerable portion of the money he spends. Three cents of the sum he spends for each gallon of gas is placed in the highway fund and used to maintain the roads on which he rides. On the proper maintenance of these roads depends his cost per mile for the operation of his car and a road in poor condition will cost him much more than he pays in gasoline taxes. Three cents of the money he spends for each gallon of gasoline is a real investment then—which pays dividends immediately and which pays greater dividends the more he operates.

This insignificant order of "five of gas" amounts to tremendous sums in the aggregate and is the main reason why Oregon roads are so well maintained. Since 1919, \$24,000,000 have been collected in gasoline taxes and a billion gallons of gasoline and distillate have been used by the motorists of Oregon.

The mayor of Berlin, visiting this country to study American municipal government methods, gets word from home to return at once because a big graft scandal has broken out in the German capital. Apparently we can't teach those Germans a thing after all.

MANY BARGAINS

Used Cars. See them on our Used Car Lot.

Larson Chevrolet Company

1414 ADAMS AVENUE

PHONE MAIN 1

A Six in the Price Range of the Four

...and it has the Cross-flow Radiator safer in zero weather

In a field of twenty-one medium-priced automobiles only Oakland has the Cross-flow Radiator. All of the other cars use down-flow radiators, despite the fact that thirteen of them are higher-priced than Oakland. Yet the Cross-flow Radiator is recognized as one of the greatest automotive developments of recent times. Its design is revolutionary. It practically eliminates losses of water and alcohol through

boiling. And as a result it is safer in zero weather. This is an Oakland advantage which becomes increasingly important with the approach of winter. Dozens of others of equal importance combine to make this car America's finest medium-priced automobile. Come in—and we will tell you all about them—and show you how easily you can own an All-American Six.

Prices, \$1145 to \$1375, f.o.b. Pontiac, Michigan, plus delivery charges. Spring covers and Lovejoy Shock Absorbers included in list prices. Bumpers and rear fender guards extra. General Motors Time Payment Plan available at participating rates.

Consider the delivered price as well as the list (f.o.b.) price when comparing automobile values. Oakland-Pontiac delivered prices include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

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1421 Adams Ave.

OAKLAND \$1145

ALL-AMERICAN SIX

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You Get

Insurance--plus

in the Oregon Fire Relief Association and Northwestern Mutual Fire Association with other insurance companies that have a reliable record for over fifty years.

We can handle any kind of risk that is insurable.

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Save Money Save Risk Save Worry Buy a NEW Car Now!

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FAETON
ROADSTER ESPANOL
SEDAN COCHE
COUPE BUSINESS
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COUPE DE LUXE
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Instead of taxing your purse—and your patience—by driving your old car through another winter, do what thousands of wise buyers have been doing for years—trade it in NOW.

Get rid of it before January 1st comes around and sets it back a whole year in used-car rating. Avoid the disastrous effects of the Automobile Show's new models on its resale value. Steer clear of the mounting

upkeep expense that an old car will need this winter.

The very money you would spend on servicing and overhauling will do a lot toward paying for a brand-NEW model De Soto Six—newest and smartest of the low-priced sixes.

In addition, you can take advantage of the extra-liberal allowances we can make on your old car by TRADING NOW.

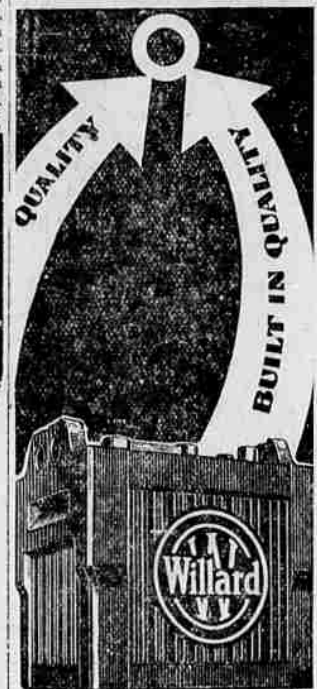
DE SOTO SIX

CHRYSLER MOTORS PRODUCT

Buchanan-Munhall Motor Co.

1114 Jefferson Ave.

NO Battery is a known value below the SAFETY POINT



Battery values fade when quality is sacrificed to price. For a poor battery, no matter how low its cost, is an expensive investment if it continually requires re-charging.

The safe way to save on batteries is to buy at the safety point, where dependable quality is not sacrificed for low price. Buy a Willard of the correct electrical size for your car, and you'll get known value.

SERVICE
Are you out of La Grande?

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Awaits you at Woods Auto Electric Dions Service Station Enterprise

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