

# CHEVROLET TO MAKE MILLION

Production Of New Six Set For Capacity of 16 Great Plants

With its 16 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.

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 to cope with the most exacting sales demand. In addition to expanding the company's production 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 busiest schedules in their history. A large addition to the small parts plants in Bay City has put this huge factory in position to speedily handle the increased volume demanded of it. The foundry 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 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 in 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.

## Safety Campaign Reduces Accidents



"Miss Personality" of Hollywood warning boys not to "grab on" automobiles when roller-skating. She is helping traffic officers throughout the Pacific Coast in a campaign of education which is helping to reduce accidents. Her own car, a Hupmobile, is equipped with a safety turn signal so that motorists are well warned as to turning, stopping and slowing down.

## License Fees and Gas Tax Comprise Over 50 Per Cent Of State Highway Income

Motor vehicle license fees and the gasoline tax comprised more than fifty per cent of the road income of the states in 1927, according to the research department of the American Automobile association. The national motoring body pointed out that the gas tax comprised 23 percent of the total income for the year and ranked second as a source of taxation, as compared to fifth place in 1923, 1924 and 1925. The A. A. A. said that figures secured through the bureau of public roads for 1927 show that 12 per cent of the total state road income of \$739,765,258 or \$99,979,230, was derived from the sale of highway road and bridge bonds and from notes; 35 per cent, or \$269,854,786 was derived from motor vehicle fees, and slightly less than 23 per cent, or \$169,318,473 was derived from gasoline taxation. Federal aid amounted to \$80,459,671 forming 10 per cent of the total. The statement says that according to latest available figures, 31 states have an outstanding road and bridge bond indebtedness of \$860,000,000. In the recent election, Iowa, by voting an issue of \$100,000,000 brought the total number of states with issues of state bonds outstanding to 32. The A. A. A. research department points out that interest on state road bonds as well as retirement of principal, in 25 states is paid wholly or in part from either the motor vehicle fees or from gasoline taxation, and in some states from both. At the same time, the national motoring body warned that while car owners have always been ready to submit to direct taxation for road building, there is a tendency in some states to over-burden the motorist, and legislators should proceed cautiously. Upholstery of a superior quality of mohair, genuine pecan wood garnish rails, vanity case and smoking set and rubber floor mat with felt back are new features of the special sedan, which also has the adjustable driver's seat, ebony finish instrument panel, non-glare rear view mirror and other advanced body refinements common to all Fisher-Oakland bodies. Wheels are in natural wood finish, and at extra cost may be replaced with six wire wheels and trunk rack, the spares carried in front fender wells. Beautifully contrasting shades of lawn and osark green Duca finish the body, fenders and hood, while stripings and mouldings are of pioneer orange and moonstone gray.

## DESOTO SIX HIT AT AUTO SHOW

The DeSoto six, product of Chrysler Motors, has experienced a marked stimulation of public interest and retail sales following its initial and highly successful showing at the recent New York Automobile show, factory reports disclose. Although it was its first exhibit at the New York show, the DeSoto six attracted an enormous amount of favorable attention at each of the three places where it was exhibited: the Grand Central palace, the Hotel Commodore and the Hotel Pennsylvania. Models revealing the characteristic DeSoto six style features of beauty and luxurious comfort excited interest and admiration wherever shown.

This public interest during the show is being followed by an unprecedented number of retail sales reported during and following the show by dealers in New York and the Metropolitan area. Dealers in and around New York reported increased sales, crowded show rooms and large numbers of prospects whose interest in the car was directly traceable to one or another of the DeSoto six show exhibitions.

The DeSoto six dealers luncheon, held during the New York show in the Hotel Commodore, is believed to be the largest assemblage of its kind ever gathered together by a motor car organization as young as the DeSoto. DeSoto six dealers and their associates from all over the United States crowded into the grand ball room of the Hotel Commodore to hear Walter P. Chrysler and his associates review the remarkable accomplishments of the DeSoto six since its announcement last August and predict an even more brilliant success during the coming season.


The successful showing of the DeSoto six at the New York show is being duplicated at all the other automobile shows throughout the country where it is on exhibition, officials say.

## Semi-Annual Sale Of Western Auto Going This Week

Twice a year, the Western Auto Supply company, said to be the largest retail distributors of automobile supplies in the world, offers automobile owners of the west a week of even greater bargains in automotive equipment than usual. This sales event, which is declared by Willis Clarke, local manager of the company to be one of their most popular, will be in effect at all Western Auto stores from February 16 to February 23.

The purchasing power of the motorist's dollar will be greatly enhanced at Western Auto during this semi-annual dollar week, said Mr. Clarke, "and in many cases the motorist's dollar will do almost double work during these days of special values."

for Economical Transportation



# National Demonstration Week!

## Drive the Chevrolet Six

No matter how closely you inspect The Outstanding Chevrolet of Chevrolet History—you will never appreciate what a wonderful achievement it is until you sit at the wheel and drive. So this week has been set aside as National Demonstration Week, and you are cordially invited to come in and drive this sensational automobile.

Not only is the new six-cylinder valve-in-head motor 32% more powerful, with correspondingly higher speed and faster acceleration... not only does it provide a fuel-economy of better than twenty miles to the gallon—but it operates with such marvelous six-cylinder smoothness that you almost forget there is a motor under the hood! Regardless of the car you may now be driving—come drive this new Chevrolet Six. Come in today!

**-a Six in the price range of the four!**

The COACH \$595	
The Roadster... \$525	The Convertible... \$725
The Sedan... \$525	The Sedan... \$595
The Coupe... \$595	The Coupe... \$400
The Sedan... \$675	The Sedan... \$545
The Sport Cabriolet... \$695	The Sport Cabriolet... \$650

All prices f. o. b. factory, Flint, Mich.

### Douglas McKay Chevrolet Co.

430 N. Commercial Street, Tel. 1802

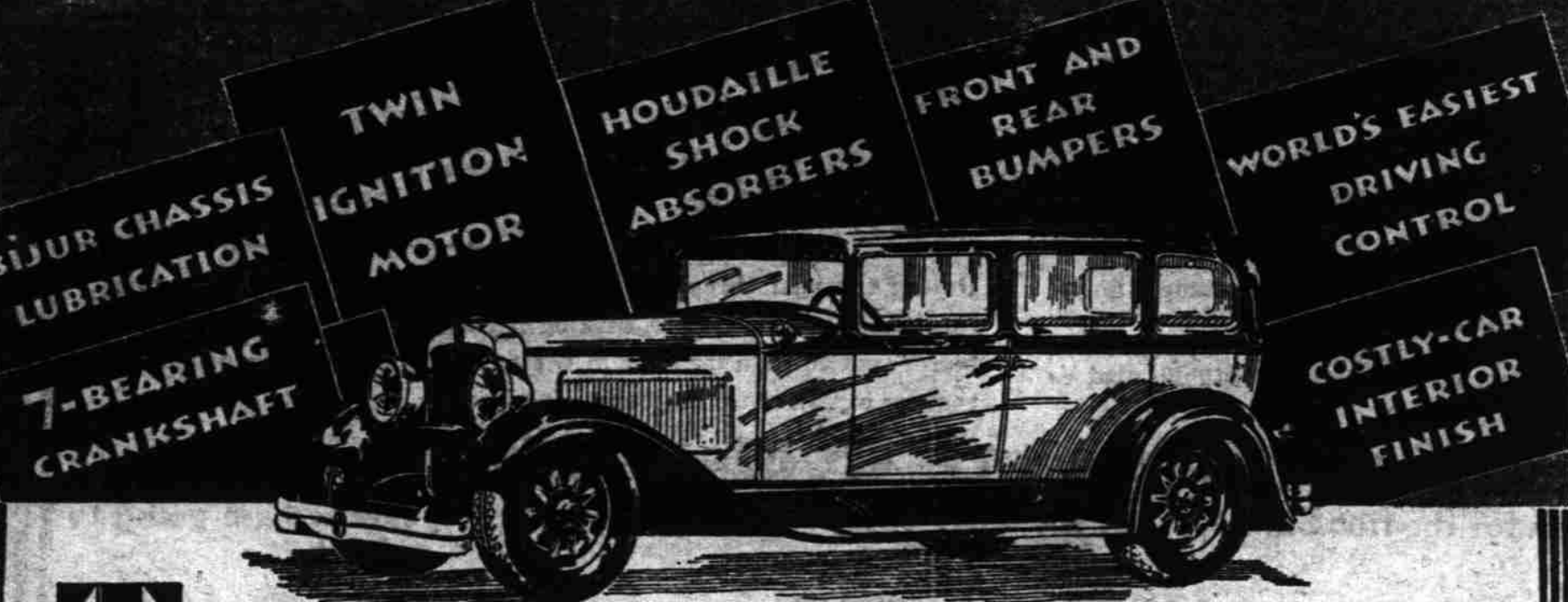
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 Geo. Dorr, Woodburn      Hallady's Garage, Monmouth  
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more, you get all these advantages without a penny of extra cost. Every necessary accessory... hydraulic shock absorbers... bumpers front and rear... even tire locks... are installed at the factory—*included in the factory price.*

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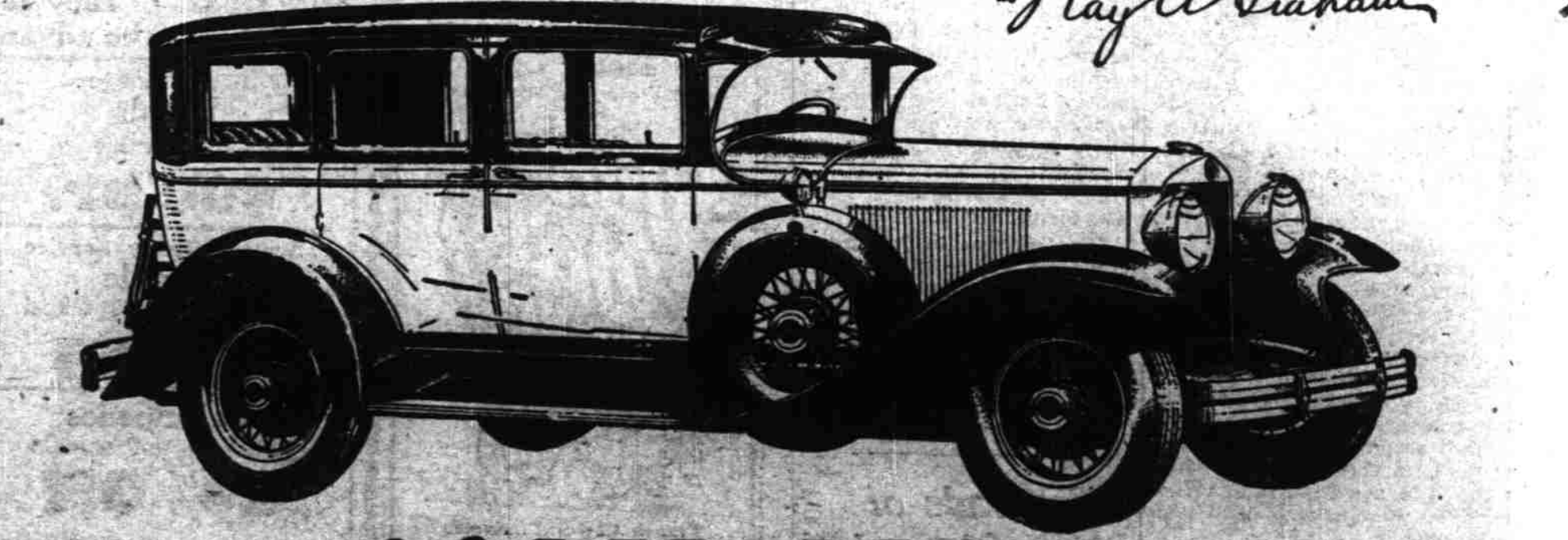
"AFTER WE SELL—WE SERVE"

# Come In And See The New Cars



Graham-Paige presents new sixes and eights—of added beauty, improved performance, and, we believe, even greater value. These new models succeed those which in 1928 established a new all-time record for first year sales volume. We want you to see them—and to enjoy a demonstration of the thrilling performance of the Graham-Paige four-speed transmission (two high speeds—standard gear shift).

Joseph P. Graham  
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