



AUTOMOBILE NEWS



CHEVROLET MARK MAY BE BROKEN

Output Record Made in 1926 Nearly Equalled by Same Company

The Chevrolet production for July 1927 reached the total output for the first seven months of this year nearly on a par with the entire output for 1926, in which year the factory established an all-time production record of 242,398 units according to figures released by the Chevrolet Motor Company through Avery Harrison, the local dealer.

Production for the month just ended totaled 37,200 units as against 29,700 for July, 1926, an increase of 25.60 per cent. This percentage of gain over the corresponding month last year was not exceeded in any other month thus far in 1927. The total output for the first seven months of this year's figures revealed an increase of 57 per cent over July, 1926, and a 27 per cent over July, 1927.

July volume brings production for the first seven months of this year to 297,515 units, whereas in

the entire year 1926 the total output was only 224,527 units, indicating that at the present rate of output the figures for last year will be exceeded before August gets fairly under way.

"Chevrolet officials are confident in view of this extraordinary showing," said Mr. Harrison, the local dealer, "that by the close of the present year the total output will surpass every other year in the history of the Chevrolet Motor Company. All the great Chevrolet factories are running day and night to accomplish this tremendous volume and meet the steadily growing public favor which the most successful Chevrolet is enjoying throughout the world."

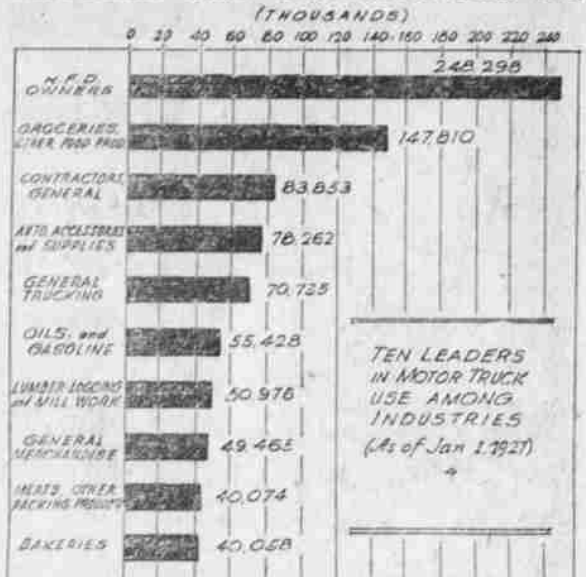
"Hard to hand with this gigantic production schedule are some production records which are being broken for the new buildings at Flint, Mich., a new office and a new parts building, being built at a cost of \$2,000,000. Work is being pushed so that both structures will be ready for occupancy by next October."

They, they, neglected spots are liable to break easily when the car goes over a rough road. It is at this rebound, after the springs have been compressed under the weight of the car, that a leaf may snap.

By far the largest group of motor truck users is found among R. F. D. owners, according to results of a study made public by the National Motor Truck committee of the National Automobile Chamber of Commerce. Owners living along rural free delivery routes had 248,393 trucks on January 1st, 1927. Second in the list of industries was groceries and other food products with 147,810, while general contractors were third with 83,853. Total registrations of motor trucks on January 1st, 1927, was 1,264,227. The survey also, which this analysis of truck use is based on, covered approximately two-thirds of the entire registration.

General trucking, with 75,725 trucks, ranks fifth among the groups classified. In this group is

R. F. D. OWNERS USE MOST TRUCKS; GROCERS 2nd, CONTRACTORS 3rd



Olds Plans New Buildings; Will Cost \$3,000,000

LANSING, Mich., Aug. 6.—Contractors have been let for buildings in a \$3,000,000 Oldsmobile expansion program. Work will be pushed, according to I. J. Hunter, president and general manager of Oldsmobile Works, so that Oldsmobile production can be increased by the first of the year.

An increase in net sales of \$11,000,000 last year, followed by still greater sales records, and with business mounting to new high levels have made this large expansion advisable, officials report. Retail domestic and export sales for the fiscal year ending August show, up to July 26, a record above any previous fiscal year in the history of the company, say officials.

This large expenditure by Oldsmobile for new buildings and equipment to keep pace with its rapidly expanding business is another evidence of the continued growth of the General Motors corporation, of which Oldsmobile is a division. General Motors recently announced a record-breaking sale

period during the first half of this year.

The new buildings will be erected on the 16-acre Oldsmobile plot in Lansing. They will increase the total floor space by 292,000 square feet, or practically one-third of the floor area now used in making Oldsmobile motors, chassis parts and for assembly. The total floor space, including the body plant will be 1,022,000 square feet.

The contracts already awarded are for buildings which will double the motor plant and enlarge other manufacturing facilities to permit increased production, and will, as well, provide new and additional shipping accommodations.

Illinois Has Car For Every Farm

ROCKFORD, Ill., Aug. 6.—There is more than one automobile for every farm in Illinois.

According to a survey, there were 225,915 farm-owned motor cars in the state last year, and 235,597 farms. Of this number, 23,440 cars were listed as trucks. Tractors were not included in the survey.

On all railway journeys the King of England pass full fare for himself, the queen and every member of the royal household in attendance.

NORTHEAST SERVICE For Dodge and Reo Cars

Generator, Starting and Ignition

We have been appointed authorized Northeast Service Station for this territory. Genuine factory replacement parts to make all necessary repairs carried in stock.

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Exide Distributor
AUTO-LITE SERVICE STATION
1308 Jefferson Main 125

Expert Repair Service for Tires and Tubes

FIXING THEM IS OUR BUSINESS

There's a lot of good miles in many tires and tubes when they are repaired our way.

Motorists who complain about not getting mileage out of tires many times have no one to blame but themselves. Their tire troubles were not properly taken care of.

See us the next time you are in trouble.

JOHNS BROS.
Tire Shop and Filling Station
1517 Adams

Faulty Brakes Cause Accidents; Campaign Is On

A nation wide campaign is being waged to cut down the total of automobile deaths this year. The death toll in one year alone, states the keep records was 4,000; the total in the 34 additional states based on partial reports, is approximately 10,000. The total injuries are calculated as numbering 450,000. Deaths and injuries increase every year.

Everywhere new plans are being worked out to deal drastically with speeders who insist on taking a sporting chance with other people's lives. But notwithstanding the recklessness of the "speedsters," as Judge Ann Adams, of Chicago, calls the "take-a-chance speeders," more accidents result from faulty brakes than from any other cause," declares Jack Brandt, local Kuesz dealer.

"In New York City the brake inspection squad is operating in every borough. Cities over all the country are taking on the matter of brake inspection. The brake squads use instruments to match other automobiles. When a machine is seen to be using brakes that have not been adjusted, it is halted and the brakes are inspected. If the brakes are found to be in bad condition the driver is given a summons to appear in traffic court. Results of a recent investigation in one of the New York boroughs show that 80 per cent of all automobile accidents are due to bad brakes.

"Even with perfect adjustment, an automobile brake is only as good as its lining. And the safety of a car is only as safe as the brake lining is made of the best asbestos. Indeed, there is a great difference in asbestos. "Ruesco" Brake Lining made by the Russell Mante Manufacturing Co., for instance, is made of Canadian Long Fibre Asbestos, Canadian is the best, the virgin wool for a coat. Cheap European asbestos lacks strength; Carolina powders under pressure; African is hard and brittle. "Ruesco" gets its flexible and long-wearing qualities from Crystolite Canadian Asbestos, the best the earth has yet produced."

John Evelyn, an Englishman, makes mention of the mail in his diary as it is today. An excerpt reads: "Ballet is a particular combination of certain cruds and fresh herbs, such as usually are, or may be, safely eaten with acetous juices, oil, salt, etc., to give them a grateful and useful vehicle."

Policeman: You can't park here, come along, you're under arrest.
Prisoner: Wait a minute, old-timer. Didn't I meet you at the Bellevue last night?
Policeman: The policeman's hat isn't all tomorrow night, come along—Boston trial.

SMARTER MORE DASHING MORE LUXURIOUS THAN EVER

AT NEW LOWER PRICES

\$875

NOW ON DISPLAY

TWO-DOOR SEDAN BODY BY FISHER
F. O. LANGRISH

If you haven't seen the latest, greatest Oldsmobile Six, see it this week—on review in our showrooms.

See it detail by detail—its new lines, its new colors, its new upholstery, its new details of interior finish. And these sources of true satisfaction are in addition to performance and stamina that will win new thousands to Oldsmobile Six.

It is refreshing. And it is thrilling. For all its new smartness is yours at new lower prices—\$875 for a two-door sedan.

Oldsmobile Sales Co.

1428 Adams Ave.

Pan Fu (above) is the new premier of China. At least he was so appointed by Chang Tso-ling, one of the war lords, at the first cabinet meeting after Chang had named himself China's leader.

The Most Amazing Quality in Chevrolet History

Offering the most amazing quality in Chevrolet history, today's Chevrolet is the most popular gear-shift car the world has ever known.

Quality in design! Quality in construction! Quality in appearance and performance! Never before has a low-priced car possessed them to such an amazing degree—because no other low-priced car combines the progressiveness of Chevrolet and the diversified experience, the vast resources and marvelous facilities of General Motors.

Go with the crowds and study today's Chevrolet. Mark well the aristocratic beauty of its lines—the superbly executed details of its bodies by Fisher.

Then go for a ride! Revel in the thrilling spurt that results when you "step on the gas." Delight in the smooth operation—the swift sweep of the passing miles. Marvel at the way the car hugs the road, the ease with which it obeys the steering wheel, the promptness with which it responds to the brakes!

Here is quality obtainable at prices which reflect the savings of tremendous production and which emphasizes the willingness to share these savings with the public.

Here is the most desired object of American life today; a car of amazing quality—for everybody, everywhere!

~at these low prices

- The Touring or Roadster \$525
- The Coach \$595
- The Coupe \$625
- The 4-Door Sedan \$695
- The Sport Cabriolet \$715
- The Landau \$745
- The Imperial Sedan \$780
- 1/2-Ton Truck (Chassis only) \$395
- 1-Ton Truck (Chassis only) \$495

All prices f.o.b. Plant, M. & H. Check Chevrolet Delivered Prices. They include the lowest handling and financing charges available.

Blue Mountain Garage

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QUALITY AT LOW COST