

OPTIMISTIC OF OLDS OUTLOOK

General Motors Corporation President Predicts a Prosperous 1928

The future of Oldsmobile was optimistically outlined by Alfred P. Sloan Jr., president of the General Motors Corporation, at a dinner meeting of 300 Oldsmobile dealers from the north central region held recently at the factories in Lansing, Mich.

A prosperous 1928 was predicted by Mr. Sloan for the automobile industry. He declared that the purchasing power was present and that, barring some unforeseen catastrophe, a splendid bank year should be done.

"I think that general business is going to be good," said Mr. Sloan. "It must be fairly good to have the above prediction come true. As

OUT OUR WAY



A ONE-MAN FIVE-PASSENGER.

a matter of fact I cannot see any reason why it should not be good. Of course, it is a presidential year but there are no important economic questions before the country and it does not seem likely any will arise, and that being the case I do not think the upset of business resulting from presidential election that used to occur in past years, will be material."

Many Dealers Present The Oldsmobile dealers present were from Michigan, Wisconsin, Indiana, northern Illinois, northern Ohio and western Pennsylvania. Previous to hearing Mr. Sloan they had been informed of the 1928 Oldsmobile plans by President L. J. Reuter and Vice President and General Sales Manager D. S. Edging. The dinner was part of a two-day program which included a presentation of sales, service and advertising plans of 1928 and a trip to the General Motors Proving Ground.

Mr. Sloan reviewed the Oldsmobile plans for 1928 and declared that they should result in an exceptional year for the entire Oldsmobile organization.

He praised Mr. Reuter and Mr. Edging as reorganizing a management upon which Oldsmobile could build a super-structure of greater business. Regarding the position of Oldsmobile in the General Motors corporation, Mr. Sloan said:

"I wish to impress on you Oldsmobile dealers, as well as all General Motors dealers and upon the public, that the purpose of General Motors is to offer to the public a complete line of fine motor cars. The Oldsmobile position in that scheme of things is a very important position. It is important not only because it is absolutely essential that General Motors should be represented effectively in that line but it is most important that that particular position should be developed in the strongest and most effective way possible."

The man who always wants something to boot may live to kick himself.

The table d'hôte dinner is taken as a matter of course.

By Williams One Check For Million Dollars Worth of Cars

SOUTH BEND, Ind., Jan. 21.—A million dollars worth of automobiles in one order and paid for by one check.

That was the sale recently made by The Studebaker Corporation of America to Henry R. Levy, president of the Studebaker Sales Company of Chicago. The order—the check for which is the largest ever received by Studebaker—is for 1013 Studebaker and Erskine cars. The exact amount of Mr. Levy's check was \$1,014,650.95.

Some idea of the size of this order may be gained by the fact that 1013 automobiles, packed three in a car, would require 328 freight cars. And 328 freight cars are equal to five freight trains.

These 1013 Studebakers and Erskines would form an unbroken line from the new Stevens hotel on Michigan avenue in downtown Chicago well out into Lincoln park on Chicago's north side.

Baker County's Chamber Adopts 5-Year Program

BAKER, Jan. 21.—In an effort to improve the economic and business status of the county, the board of directors of the Baker county chamber of commerce has adopted a five-year program of activities, following a survey of the situation here.

The program includes: "Definite financial and moral support be extended to the dairy and poultry industries in Baker county to the end that the dairy industry may be enlarged and that stock of improved quality be encouraged. Turkey raising should also be encouraged by the chamber."

"Definite system of aiding the mining industry in development of prospects and getting kindred industries interested in Baker. An industrial survey should be conducted with the view of ascertaining those industries, which could thrive in Baker in conjunction with the lumber industry."

"A definite plan for the elimination of the five laundries in Baker, together with a beautification program."

"Concerted efforts should be continued toward enlarging and developing the Baker trade territory by good-will trips and good business practices on the part of the local merchants."

"Sell Baker to its citizens."

Movies Making Mankind Thinner Griffith States

By Wade Werner (Motion Picture Feature Editor) HOLLYWOOD, Cal. (AP)—The movies are making mankind thinner.

So asserts David Wark Griffith who has been making movies long enough to have formed a few conclusions as to what they are doing to the human race.

Millions of men and women are striving to become or to remain slender, Griffith observes, because motion pictures daily fill the eyes of the world with slender heroes and heroines.

If slender heroes and heroines were only a passing film fad, such widespread imitation of a screen ideal would have no lasting effect on the race. But Griffith says they are not a passing film fad.

"Romantic screen heroes and heroines always will be thin," said the veteran producer-director who years ago discovered such slender stars as Mary Pickford and the Gish sisters, and who later brought to the screen the slim, vivacious Colleen Moore. "The Venus de Milo type of feminine beauty never will come back into popularity."

Auto Leadership Held by States in West America

Oregon's good roads have been credited with bringing Oregon within the foremost group of states of motor car users, according to the Oregon State Motor association.

Leadership in the use of cars is held west of the Mississippi. Of the ten states which rank in respect to the number of cars in relation to population, eight are west of this river. California leads the list with one automobile to 2.11 persons—Iowa, Florida, Nevada, Oregon, Nebraska, Kansas, North Dakota, South Dakota, and Michigan following in the order named.

PAGES (AP)—Stripes are gradually being pushed out of the fashion limelight by polka dots, circles and spots.

There is nothing newer in French sports clothes than the polka dot sweaters shown by a few large designers. Polka dot sweaters are also considered very smart and when spring comes undoubtedly polka dot printed skirts are to have a prominent place.

Track Coach



Meet Mrs. Aileen Allen, who will coach women candidates for Uncle Sam's Olympic team. This is the first time the United States has entered a woman's track and field team in the Olympics and Mrs. Allen hopes to see all honors will be her squad.

Chrysler PRICES

New Chrysler "52"

Table listing prices for New Chrysler '52 models: Two-door Sedan \$670, Coupe \$670, Roadster (with rumble seat) \$670, Touring \$695, Four-door Sedan \$720, Deluxe Coupe \$720, Deluxe Sedan \$700.

Great New Chrysler "62"

Table listing prices for Great New Chrysler '62 models: Business Coupe \$1065, Roadster \$1075, Touring \$1095, Two-door Sedan \$1095, Coupe \$1145, Four-door Sedan \$1175, Landau Sedan \$1235.

Illustrious New Chrysler "72"

Table listing prices for Illustrious New Chrysler '72 models: Two-Pass. Coupe \$1545, Royal Sedan \$1595, Sport Roadster \$1595, Four-Pass. Coupe \$1595, Town Sedan \$1695, Convertible Coupe \$1745, Crown Sedan \$1795.

New 112 h.p. Imperial "80"

Table listing prices for New 112 h.p. Imperial '80 models: Roadster \$2795, Five-Pass. Sedan \$2945, Town Sedan \$2995, Seven-Pass. Sedan \$3075, Sedan Limousine \$3495.

All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments.

\$670 and upwards

New LOWER PRICES make

Chrysler Value now greater than ever

Quality and Performance Unchanged

Public recognition of value far beyond the ordinary has been the main factor in Chrysler's phenomenal rise from 27th to 3rd place in sales in 42 months.

Now, at sensational new lower prices just announced, Chrysler cars—with famous Chrysler quality and performance unchanged—become even greater value than ever before.

Four great lines of cars—"52," "62," "72" and 112 h. p. Imperial "80"—supply every price need from \$670 to \$3495. They are offered now at astounding savings which result from a huge and rapidly growing public demand.

Inspection of any of these four Chrysler models will go far to convince you of the superiorities of Chrysler lines, appearance and appointment. Thousands upon thousands of Chrysler owners will tell you of Chrysler economy of upkeep, of Chrysler durability and long life. Demonstration will supply the final conviction of Chrysler's extraordinary speed, acceleration, comfort and ease of handling. You should not be satisfied with less than the tremendous values which only Chrysler Standardized Quality can provide. The one way you can be absolutely sure you are getting real Chrysler value is—buy a Chrysler.

Chrysler

WEEKS & BUCHANAN :: CHRYSLER ::

LOOK OVER OUR WANT ADS FOR BARGAINS

STUDEBAKER The Great Independent

Now holds every official endurance and speed record for fully equipped stock cars, regardless of power or price

The New President Straight Eight 100 Horsepower. STUDEBAKER's new 100 horsepower President Eight was developed by Chief Engineer D. C. Ross, formerly chief engineer of Marmon, Locomobile, and Pierce-Arrow. Speeds up to 80-miles-an-hour. Well-mannered—easy to start—easy to stop, due to new Amplified-Action, 4-wheel brakes. Richly finished and appointed. Judge the new President Eight beside any car at any price! A leader in the fine-car field at a remarkable \$1985. One-Price!

The Commander World's Champion Car. THE Studebaker Commander holds every official endurance and speed record for fully equipped stock cars, regardless of power or price! Nothing on earth or in the sky ever equalled The Commander's record of 25,000 miles in less than 23,000 minutes. You may never want to travel at such sustained speed but to you, as a Commander owner, this heroic feat insures long life, low maintenance cost and superlative performance. Drive this World's Champion car today! \$1495.

The New Dictator Champion of Its Class. THIS new and more powerful Dictator at \$1195 f. o. b. factory, is champion of its price class. Under supervision of the American Automobile Association, a Dictator Sedan recently traveled 24 hours at better than mile-a-minute speed! This new Dictator is designed and finished in custom-built taste and luxury. It carries many items of extra equipment without extra charge, including shock absorbers. \$1195.

The New American Edition of the Erskine Six. BIGGER—roomier—more powerful. Designed to fit American needs. More spacious. More brilliant in performance. Yet low in price—an unmatched value at \$795. A smooth 60-mile speed at your bidding. A fully equipped Erskine Sedan recently traveled 24 hours at better than 54 miles per hour average—a record unequalled by any stock car under \$1000! The new Erskine Six is another great Studebaker-built motor car! \$795.

M. J. GOSS Adams and Fir 76 years of manufacturing integrity and experience stand back of Studebaker-Erskine Cars

Everywhere-enthusiasm for the perfected

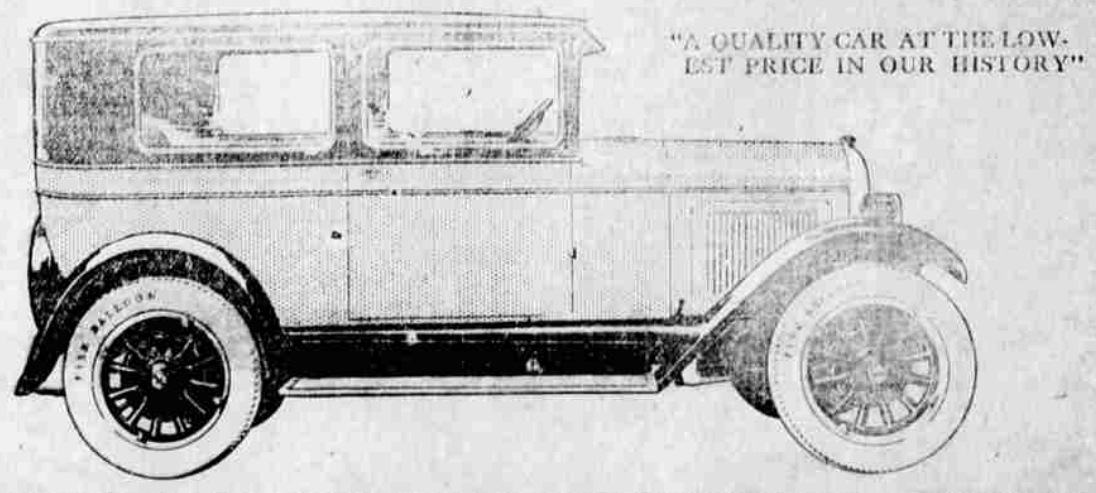
COACH Whippet \$535

Table listing prices for Whippet models: Touring \$455, Coach \$535, Sedan (4-door) \$585, Roadster \$485, Roadster (with rumble seat) \$525, Coupe \$535, Cabriolet Coupe \$545, Chassis \$355.

MAINTAINING the important advantages which it introduced—and offering new features of design and equipment—the perfected Whippet sets a value standard never before reached.

It still leads in its power-efficiency—economy of operation—and smoothness. It is still ahead in its development of BIG 4-wheel brakes, long, semi-elliptic springs with snubbers, oversize balloon tires and gasoline tank at the rear.

In spite of fast-mounting demand, we are still able to make immediate delivery of the Whippet. Come in and see it for yourself today.



"A QUALITY CAR AT THE LOWEST PRICE IN OUR HISTORY"

THE WHIPPET IS NOW READY FOR IMMEDIATE DELIVERY GETTINGS & HANKS Corner Fir and Jefferson