

CAR PRODUCTION, SALES RUN HIGH

Reports Made by Studebaker, Overland, Cadillac, and Oldsmobile

SOUTH BEND, Ind., June 15.—Total deliveries of Studebaker cars by dealers for the first 15 days of May were 78 per cent greater than the corresponding period for 1927. It was announced here today.

June, September, 1927, every month has shown an increase in the sale of Studebakers over the corresponding months of the previous year.

The rapid progress Studebaker is making in sales is closely paralleled by the progress it has made in establishing new speed and endurance records during the past nine months.

SEVEN NEW RECORDS

TOLEDO, O., June 15.—Studebaker's all previous records (the Willys-Overland company) on May 21 produced 2244 Willys-Knight and Whippet cars which is an increase

of 214 cars over the previous high—daily output established on May 15th when 2030 cars were produced, officials announced here today.

May shipments totalling 44,254 cars broke any previous record and compared with shipments of 27,244 cars during May of last year. May production totaled 43,656 cars as compared with production of 35,070 cars in April, 33,585 cars in March, 25,422 in February and 13,674 in January. This is the first time in the history of the industry that any company outside of Ford and Chevrolet has produced more than 40,000 cars in one month. Thus Willys-Overland's total production for the first five months of the current year equaled 178,800 cars which exceeds by more than \$1,000,000 production of 176,401 cars for the entire first six months of last year and already definitely establishes the first half of 1928 as the greatest in the company's history.

HEAVY INCREASE

DETROIT, June 15.—With a background of three successive years in which the output of cars by the Cadillac Motor Car company has shown an increase of 25 per cent or more over that of the preceding year, new high records were again made in Cadillac-Lac sales nationwide business during

Employment In Olds Plant Is At High Level

A new high employment peak has been reached this month by Oldsmobile. The combined payrolls of the Oldsmobile factories and the Fisher body plant, located on automobile property and devoted exclusively to the manufacture of Oldsmobile closed bodies, now totals 6235. This is the largest number of employees engaged in the manufacture of Oldsmobiles during the more than 10 years continuous production by this veteran company.

In addition to employing a record number of persons, more than a third of the Oldsmobile employees are working from two to three hours a day overtime. These include the motor plant, axle division, sheet metal, and in fact practically all manufacturing and inspection departments. One department, the maintenance, is working double shifts.

Even with this peak employment and overtime work the Oldsmobile production has not kept pace with the demand for cars.

The month of May, according to a statement just issued by Lawrence P. Fisher, president of the company, Mr. Fisher's statement follows:

"There were 2,122 Oldsmobile and La Salle cars shipped during the month of May. This is the largest May shipment record in Oldsmobile history.

"We anticipate that final reports will show consumer deliveries for May to be between 4,000 and 4,500 cars. This will be far the greatest total month in our history."

NEW HIGH RECORDS

LANSING, Mich., June 15.—Oldsmobile in May set the third consecutive month established new high records never before achieved by this veteran company. During that month 11,118 Oldsmobiles were shipped from the factories. This tops the previous established in March and April this year and is the largest number of Oldsmobiles ever shipped in a single month.

Records established so far this year by Oldsmobile are:

Largest five-month shipment in the company's history.

A 12 per cent increase in shipments over those made in the same period last year.

In face of these great increases the company entered June with more than 1,000 unshipped orders.

The June manufacturing schedule will bring Oldsmobile shipments for the first half of 1928 to more

More Competition for Henry



Now that Ford Motors has been re-established in the competition with General Motors comes another rival almost as formidable in the half-billion dollar merger of the Chrysler and Dodge Brothers organizations. The man with the wide smile is Walter P. Chrysler, who will head the new corporation. The somewhat less cheerful gentleman below is Henry Ford.

GARAGE GOSSIP

Went to Pendleton.—C. E. Kendall, manager of the Western Auto Supply company, spent Sunday in Pendleton where he enjoyed a round or so of golf during the day.

Expect Cars.—W. D. Hanks reports that a carload of Whippets and Willys-Knights was to have been shipped this morning from the factory for La Grande and would probably arrive here on the 21st of the month. Mr. Hanks and E. C. Gettings are dealers for Union and Wallawa county.

Visiting in Portland.—Mrs. M. A. Harrison and daughters, Inez and Ruth, left Monday for Portland where they will spend about 10 days visiting. Mr. Harrison is the Chevrolet dealer in La Grande and is owner of the Blue Mountain garage.

Goes to Baker.—Harry H. Wagoner, La Grande automobile dealer, has gone to Baker and Canyon City for a short business trip. He will return in a day or two. Mr. Wagoner has the Packard agency here.

Buy Chrysler.—Mrs. Margaret Hoffman, of Burns, Ore., is driving a new Chrysler 22 sedan which she purchased from L. W. Weeks and W. K. Buchanan, La Grande Chrysler dealers.

Arctic Home.—Mr. and Mrs. W. C. Perkins and sons, Claire, have returned home from Portland where they spent the week. Mr. Perkins transacting Ford business. He is owner of the Perkins Motor company.

Pool Man Here.—W. J. Burroughs, pool man from Portland spent Friday here transacting business at the Perkins Motor company and calling on new Ford agency.

Went to Baker.—M. A. Harrison made a business trip to Baker during the week. Mr. Harrison is Chevrolet dealer.

Oakland Service Army Adopting A New Uniform

PONTIAC, Mich., June 14.—An order of something more than 11,000 men, representing the entire new status personnel of the Oakland Motor Company throughout the United States, is being instituted in a standard uniform.

Since this entire group of Oakland-Pontiac service specialists will be wearing the uniform recently adopted by the Oakland Motor Company.

The new service uniform includes one uniform for the "mechanics" of Oakland's shop army and another for the "salesmen." The former will wear remnants of several two-piece suits—preferably blue with tan or khaki and collar of dark navy blue. The "salesmen" or floor men will wear a long coat of similar color and material. Both the mechanics and the floor men will wear blue to match their uniforms.

According to E. A. Armstrong, service manager for the Oakland Motor Car company, the decision to uniform the nation-wide organization is the latest development in its systematic campaign to raise and train the standards of technical service.

"We shall not rest with uniforming our men and women," says Armstrong, "but also because of the professional nature of the work, the new uniforms should have been the service men's responsibility."



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In Wisconsin, school teachers are required to give three minutes instruction a month to children on accident prevention, reports the Oregon State Motor association.

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