

AKLAND-PONTIAC SALES INCREASE

Total of 128,805 Cars Sold by Company in Last Five Months

Sales of Oakland and Pontiac during the first five months of this year reached a record total of 128,805 cars, according to figures released at the factory this week.

This volume of sales shows an increase of 43,613 or nearly 52 per cent over the 75,192 Oakland-Pontiac sales recorded during the first five months of 1927 when the Oakland Motor Car company was moving up from ninth to fifth place in the automotive industry.

Oakland executives are making no prediction as to what position the company may attain by the end of the year. They merely point to the figures. One illuminating bit of data shows that when the year 1927 was only three months old, the sales of Oakland and Pontiac had reached a total of 74,118 which very nearly equals the sales registered by the company during the entire first five months of 1927.

W. H. Tracy, vice president in charge of sales, states that recently increased factory facilities now are adequate to take care of the growing volume of orders.

ANNOUNCE NEW 65 AND 75 CHRYSLER

(Continued from Page Seven.)

Their head-on view is notably impressive. More than that, from the motif of their headlamps and radiator shell to the completely finished appearance at the sides and rear—including gasoline tank shield, harmonized motorized fender and body detail, and live rubber spring shackles—the "65" and "75" present features which once more literally place these cars out in front in freshness of appearance, snap and zest in performance, ease of handling, freedom from repair, and general performance on crowded street and open highway alike.

New Value in "65"

The new "65" combines the most powerful engine, strongest chassis and roughest, most luxurious body ensemble that Chrysler has yet offered in a motor car costing only slightly more than \$1500. It is indicative of Chrysler's restrictions to the entire field of motor-dom since its first famous car that the "65", with larger, more roomy and more luxurious bodies of finer proportion throughout, and with a finer and larger engine and greater chassis ability than the original

OUT OUR WAY



HAH-HAH-HO IF I COULD ONLY GET 'EM OFF LIKE LOOPE. WELL, ANYWAYS, TH' FIREMAN YELLS TO TH' ENGINEER—HEY, WHAT WAS THAT WE JUST HIT—A COW? AN AN-HEE-HEE—NOW, HERE'S TH' FUNNY PART—

TALK ABOUT A ENGLISHMAN NEVER GETTIN' A JOKE—THERE'S A HULL CROWD WHO DIDNT GET THAT ONE

YES, SOMETHING IS ALWAYS COMIN' UP AT THEM MEETINGS. HERE HE COMES NOW.

Chrysler, is priced at from \$1600 to \$1900 less, according to body style.

Like the "75", the "65" entire body is mounted on live rubber springs to promote quietness and prevent jouncing of head-down seats. Seats are both wider and deeper, with greater leg-room and head-room; upholstery and body trim finer and more durable. Brilliant new colors are offered for each of the six body styles. List prices range from \$1640 for the four-door sedan and coupe with rumble seat.

Many other features heretofore exclusive to the higher priced Chrysler are now included in the "65". Like the "75" and Imperial "85", its seven bearing crankshaft is counterweighted—the first time this has been incorporated in a car even approximating the "65" price. The engines develop 65 and 75 horsepower and car speeds of 61 and 75 miles an hour respectively. Bodies and engines of both cars are wholly insulated against transmitting shocks to each other by new type Chrysler engine mountings, having rubber plates between the frame and engine supports. Instead of metal spring shackles, both cars have rubber spring mountings, with their freedom from wear, easier riding, lack of noise and non-lubricating features. Both use Lovjoy hydraulic shock absorbers all around. The still higher compression "Red Head" may be used in either engine in place of the Standard "Silver Dome" for those desiring the advantages of even greater power.

Other striking new standards of beauty are particularly noticeable in both cars. Radiator, hood and cowl are all higher. There is a distinct innovation to the radiator shell design. Departure from the heavy, conventional type to the narrow oval design gives each a trim, powerful, clean-cut appearance and lends itself to perfect harmony with the treatment used throughout hood and body. Both the head and cowl lamps are ingeniously mounted, concealing all bolts, nuts, wires and grammets.

Stark Silhouettes

Graceful curves of the body lines for both cars are among the first details of the body ensemble which immediately impress themselves on the onlooker. Roofed crown, arched windows and hood side panels contribute to carry out the motif, and give an unusually beautiful effect both inside and out. Full crowned "air-wing" fenders—lower, broader and more sweeping—also lend much to their beauty. They also cut down wind resistance and protect the front of

By Williams 50,000 Shipped By Oldsmobile In Six Months

More than 50,000 Oldsmobiles have been shipped during the six months of 1928 just ending. This sets a new high all time record for any half year period, Oldsmobile officials report.

Retail sales are keeping pace with factory shipments, and the demand for cars from dealers is increasing each month. Oldsmobile distributors and branch managers have reported that sales during the second ten-day period in June show a 20 per cent increase in demand over the first ten-day period. This increase in retail sales is considered unusual at this season.

June is the fourth consecutive month in which Oldsmobile shipments have attained record figures. In March more than 9,000 Oldsmobiles were shipped and in April, May and June more than 11,000 Oldsmobiles were manufactured and shipped each of these months.

It is practically six months since the new Oldsmobile was first introduced at the New York Automobile Show. Since that date many departments at the factory have been operating on an overtime basis to fill dealers' requirements. Production of the new Oldsmobile's rigid inspection system, and in February more than 1,000 Oldsmobiles were shipped, with the following cars from splashers.

Flowed bodies are covered with a high grade rubberized, coated deck material to ensure durability. Drip and road soundings are rust proof. All braves anchoring the pillars, both to the roof rail and sills, have been worked out to provide maximum strength and stability.

Getting into the closed models are entirely new automatic steering indicative of the careful, well-planned attention to detail and comfort throughout. All doors are wider. Front pillars are small but sturdy, and provide maximum vision consistent with safety. Rear view mirrors are glassproof. Hand-ware is of new artistic design, as are the outside door handles and locking arrangement. Design of the instrument boards is new, but the features of indirect lighting, originated by Chrysler, combined with convenient, compact and attractively grouped instruments are retained. Of course, dash lights are controlled by an independent switch, permitting them to be off or on at night as the individual driver prefers.

Cushions in all closed cars are of the "luxury" saddle-spring type. Upholstery in the "75" is offered either in mohair or broadcloth.

lowing four months establishing new high records.

While the demand has been universal throughout the country the Central West section is reported to be showing the greatest increase. Every sales section, however, north, east, south and west, has produced substantial sales gain each month.

PER CAPITA WEALTH OF JAPAN INCREASES

TOKYO (AP)—The latest cabinet bureau statistics relating to Japan's national wealth, the taking of which started in 1924, disclose a valuation of approximately 797,240,000,000 yen (the yen is valued at less than 16 cents). This gives per capita wealth of 1,731 yen.

The national wealth is shown to have increased about 70,000,000,000 yen since 1912. At that time the per capita wealth was estimated at 648 yen. The biggest item of the recent estimates are land, valued at some 21,000,000,000 yen, and buildings, valued at around 16,000,000,000 yen.

EMPLOY MANY MEN

General Motors corporation had 284,236 individuals in its employ as of May 31, 1928. This constitutes a new high record for General Motors employees, exceeding the previous record of 267,690 employees at April 30, 1928 and comparing with 183,832 at May 31 a year ago, an increase of 24,352.



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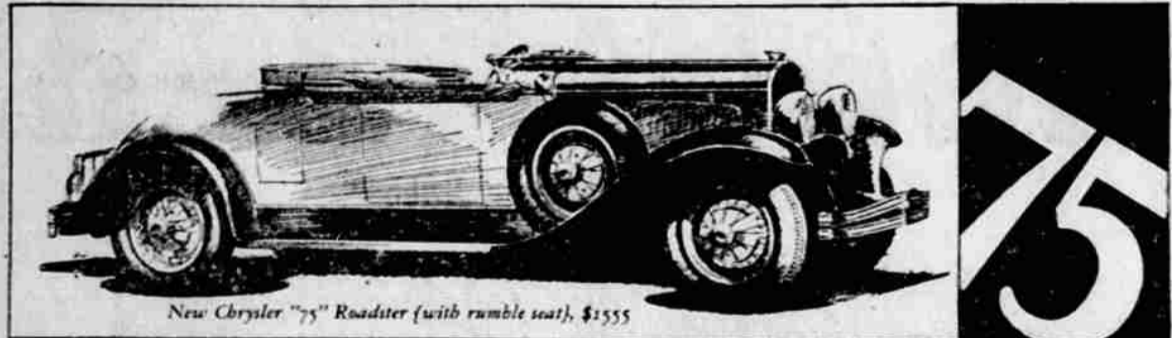
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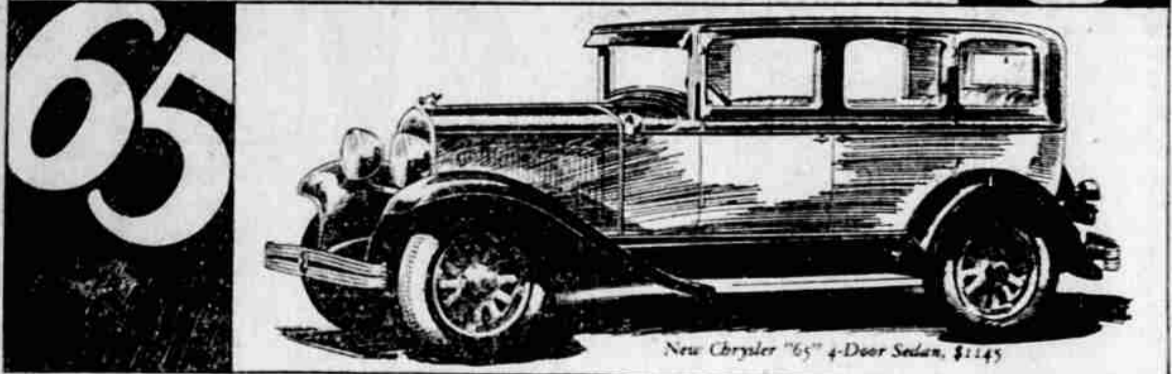
AUDMER PLAYLE, Agent

CHRYSLER

Presents entirely new style creations in the fine car field



New Chrysler "75" Roadster (with rumble seat), \$1555



New Chrysler "65" 4-Door Sedan, \$1145

THESE two entirely new Chrysler Sixes—the "75" and the "65"—are deliberately designed and executed to inspire public admiration to such a pitch that they will immediately supersede all that has gone before and usher into existence an entirely new motoring vogue.

Striking new standards of beauty have been created in these new Chrysler Sixes, even when the artistry of a great industry has seemed to be at its height.

The wholly new Chrysler style creations, now shown for the first time, represent unusual

advances over even Chrysler power, speed and efficiency.

We believe that, at their new low prices, they demonstrate that, as Chrysler engineering, research and manufacturing again have greatly increased the buying power of the dollar when invested in motor cars.

We are confident that all who are even remotely interested in the progress of motor car artistry will find themselves amply repaid by their immediate inspection of these two new Chrysler style achievements.

New Chrysler "75" Prices—Royal Sedan, \$1535; 2-passenger Coupe (with rumble seat), \$1535; Roadster (with rumble seat), \$1555; Town Sedan, \$1655 (wire wheels extra). All prices f. o. b. Detroit.

New Chrysler "65" Prices—Business Coupe, \$1040; Roadster, \$1065; 2-door Sedan, \$1065; Touring Car, \$1075; 4-door Sedan, \$1145; Coupe (with rumble seat), \$1145. All prices f. o. b. Detroit.

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"YOU CAN BUY A BIGGER CAR BUT NOT A BETTER ONE"



The success of the new Oldsmobile is easy to understand when you know why this new Six was created and how it was perfected.

It was created specifically for those whose preference is for a truly fine automobile. It was developed to standards of quality, style and value that made no compromise with price. It was proved by over a million miles of relentless testing.

In performance, in comfort, in ease of control, in sophisticated beauty—it invites the most exacting comparison with the finest and costliest cars being built today.

Its new high-compression engine—embodying the most advanced features of design—provides true fine-car smoothness, snap and speed. Its insulated chassis and silenced interior create true fine-car environment. Its modish Fisher bodies reveal a new expression of fine-car beauty; while such features as Lovjoy hydraulic shock absorbers and radiator shutters contribute the final touches of fine-car luxury.

That's why thousands who have seen it—inspected it—driven it critically—have said, "You can buy a bigger car, but not a better one!"

TWO-DOOR SEDAN f. o. b. Lansing \$925 Spare Tire Extra

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