

JULY OUTPUT OF CARS INCREASES

Trucks, Motor Coaches in Graham Bros. Average 288 Units Daily

DETROIT, Aug. 11.—With July production of trucks and motor coaches averaging 288 units daily, Graham Brothers, the truck division of Dodge Brothers, reports the best July business in history and the highest sales of any month since June, 1926. Trucks and motor coaches are working all time to capacity, and officials expect the new flow of sales, featuring four and six wheelers and four wheel trucks, to continue production records for the second half year. Production for August will be maintained at the pace set in July, which averaged 288 units.

That sales are keeping pace with manufacturing is indicated by the fact that new commercial car registrations for the first five months of this year show Graham Brothers making second place or better in 27 states, third in 17 states and fourth in four states against all manufacturers, regardless of type or price of truck.

Second place was held by Graham Brothers in key industrial states where new registrations are unusually heavy, such as California, Illinois, Massachusetts, New York, New Jersey, Pennsylvania and Wisconsin.

Users of the new line of trucks—whether individual or fleet owners—are enthusiastic about the new line of sixes, according to reports from our dealer organization, said Howard E. Beatham, director of commercial car and truck sales. "For flexibility, economy and dependability, the trucks are meeting the requirements of all types of business. The four wheel trucks on all capacities, and four wheel transmissions on the heavier types enable owners to match power and performance, and insure most efficient transportation."

EXCEEDS FORMER RECORDS

LANSING, Mich., Aug. 11.—With another month of record breaking business during July, Oldsmobile has in the seven months of 1928 exceeded all previous full year records. More than 60,000 Oldsmobiles have been shipped between January 1 and July 31 this year. This exceeds the number of Oldsmobiles shipped during the best previous 12 months, factory officials report.

Oldsmobile production and shipments during the past five months of March, April, May, June and July this year have averaged 10,132 cars a month. The bumper month was May when 11,716 Oldsmobiles left the factory. Shipments were low in January and February, this year incident to producing an entirely new car.

During these months of record production, shipments and sales, the stock in the hands of the dealers has remained, and is below normal. In other words production

OUT OUR WAY



INSTINCTIVELY SPEAKING.

Moving Day In Automobile Factory Dwarfs Troubles Of Housewives

Men have lately kept pace with sales leaving no margin with which to build up reserve stocks. Retail sales show the same great picture as do production and shipments.

"The record made by Oldsmobile since January 1 this year speaks eloquently of the high place the new Oldsmobile has won in the confidence of the public," said H. E. Edlin, vice president and general sales manager, when announcing the figures.

"Oldsmobile has made these phenomenal sales without increasing its line of cars and in face of three years of exceptionally good business. The company had been exceeding previous records during 1925, 1926 and 1927 when, in January of this year, it announced its new and present line of Oldsmobiles.

A New England cooking expert probes the secret as a delicious food. The peaches probably will be pulled with delight by veteran sword-swallowers.

General Noble was killed in Norway. That reminds us that a young man named Columbus was hanged once in one of those towns over there.

At one time, that time of business boom, when the number of these efforts from one aspect, it was a matter of fact, a particular significance in its application to a great automobile industry.

Automobiles, the business which is the backbone of the industry, are the product of the industry. The industry is the backbone of the industry. The industry is the backbone of the industry.

Under the new arrangement, the factory and the factory are the backbone of the industry. The factory is the backbone of the industry. The factory is the backbone of the industry.

Appoint Schissler Athletic Director. The factory is the backbone of the industry. The factory is the backbone of the industry. The factory is the backbone of the industry.

This transfer is in accordance with company policy to keep the factory in the hands of the factory. The factory is the backbone of the industry. The factory is the backbone of the industry.

The machinery being moved is used to build engines for all Oldsmobiles. All-American, his models.

By Williams NEW PRESIDENT EIGHT ROADSTER

Studebaker Announces Its Latest Model—Has 100 Horsepower Motor

A stately new President eight roadster, gleaming with color and bright chromium plating, has been announced by The Studebaker Corporation of America. Its low lines, accentuated by an entirely new treatment of moldings and color finish, reflect the brilliant performance of the 100 horsepower straight eight motor, which offers 88 mile speed.

The new roadster is a car of remarkable beauty of line and color. A black top with natural wood veneer folds flat into a trim, tailored boot. The chromium plated wind-shield folds forward. The new Studebaker radiator shell, deep and narrow and topped by a winged radiator cap, the massive headlights and the cool light and metal wheel head are also placed with brilliant finish—bright chromium.

Genuine leather upholstery covers the deep cushions in driver's compartment and the comfortable rumble seat. Ample room for luggage and golf bags is provided in the rear deck, accessible through a door set just ahead of the right rear fender. Tools are in a locked compartment in the left door. The instruments which are set under glass in a dull silver frame and indirectly illuminated.

The President Eight chassis is equipped with Studebaker's new and exclusive ball bearing spring shackles, which materially increase riding comfort by permitting more efficient spring action. They eliminate rattles and squeaks. Sufficient torque for speeds of 28-30 miles is secured in each axle at the factory. Hydraulic shock absorbers front and rear are also standard equipment.

One of the new mechanical features on the motor is the system of twin coil ignition which supplies a but full spark at high motor speeds. Well designed crankcase ventilation system makes it necessary to replace motor oil only at 1500 mile intervals after the first 1800 mile of operation.

Facts are stubborn things but statistics will do any and every thing to prove them.

Professor of physical education has been chosen, though a number of men are under consideration.

TAKING THE WORLD BY STORM

ALL Durant production, shipment, and sales records of 1927 were SHATTERED three months ago. Great floods of sales bear witness to the manner in which Durant popularity sweeps the globe. Durant Silver Anniversary Sixes and the famous Durant Star Four are taking the world by storm... because they offer the greatest dollar-for-dollar value in any class.



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CHRYSLER

There must be Sound Reason for such mounting Success!

New Chrysler '75' Town Sedan, \$1655

WHEN the products of a single motor car manufacturer have in five successive years overwhelmingly gained in public esteem both at home and abroad—

When each of these annual gains has constituted a sales record for the whole industry—

When the total gain over five years is the only record of its kind and the greatest in 25 years of automobile manufacture—

When the announcement of its latest products sweeps the nation with

New Chrysler '75' Prices—Royal Sedan, \$1535; 2-passenger Coupe (with rumble seat), \$1535; Roadster (with rumble seat), \$1535; Town Sedan, \$1655; New Chrysler '65' Prices—Business Coupe, \$1040; Roadster (with rumble seat), \$1065; 2-door Sedan, \$1065; Touring Car, \$1075; 4-door Sedan, \$1140; Coupe (with rumble seat), \$1145. All prices f.o.b. Detroit.

enthusiasm and produces an increase of orders actually ten times greater than its best previous year—

Then it must be apparent that the reasons are to be found in superior performance, greater style, higher artistry and assured long life.

You are cordially invited to put any Chrysler to a test and comparison of your own. You will then instantly recognize in its surpassing quality and value, sound and logical reasons for Chrysler's mounting success.

L. W. WEEKS

Holmes Bldg. on Jefferson

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