

CAR INDUSTRY IN PROSPEROUS YEAR

Developments of 1929 Are Running True to Predictions Made in Winter

OAKLAND, Cal., May 18.—Running true to predictions made in the last part of the year, the automotive industry generally is enjoying greater prosperity than ever before. According to statements made by many manufacturers, and published production records for the first three months of 1929, a number of motor car builders are far ahead of scheduled output.

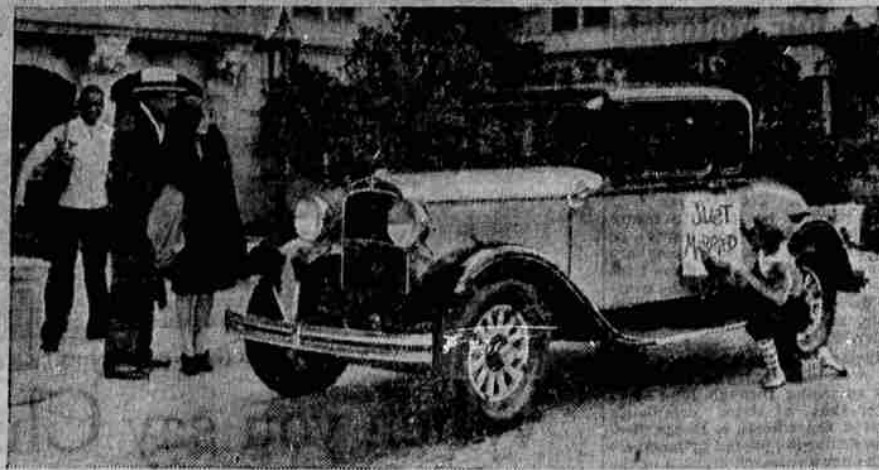
America these is the Durant Motor company of California. At a meeting at the factory here with newspapermen from the San Francisco bay district, Norman de Vaux, vice-president and general manager, stated that the company will this year earn considerably in excess of \$1,000,000.

During the first quarter of 1929, sales and production reached the highest point in the history of the company, and a net profit of \$230,000 was earned, de Vaux told the delegation. This showing is considered by automotive authorities to be remarkable when it is realized that, during the corresponding months of 1928, there was a deficit of \$76,000 incurred.

Due to Shortage
The deficit, it was explained, was due to a shortage of materials from the east, following the announcement of new Durant models which prevented the factory from meeting the demands of western motorists. However, this condition did not prevent the company from making its greatest sales and production record, and showing a net profit of \$270,000 for last year. The present quarter showing also is highly favorable in view of the fact that the period is not the industry's peak production season. Sales in the western Durant territory, which includes the states of California, Oregon, Washington, Idaho, Utah, Montana, Nevada and Arizona; the Hawaiian and Philippine Islands, Japan, Manchuria, China and the Dutch East Indies, ran better than 4 to 1 during the initial quarter over the corresponding months of 1928. The present daily output average of 135 cars is to be stepped up with the approach of summer, the industry's greatest buying period.

Goal of 50,000 Cars
Durant has set an output goal of 50,000 cars for 1929 in the west. The visiting newspapermen were unanimous in their opinion that the western factory will far surpass this number. They were agreeably impressed with the increased activity at the plant, and there was proof in abundance of the unquenched overwhelming demand for Durant motor cars. Personally conducting a tour through the factory, de Vaux showed his guests the complete and modern equipment of Durant installation and its two 100,000 additional recently erected. These units—a glass plant and an export branch—were made necessary because of overcrowded conditions which prevented the prompt filling of orders, he pointed out.

Dodge Starts Honeymoon Trail



The honeymoon begins perfectly when the motor trip starts in a new car, especially if the car is the groom's present to the bride. In fact, the only thing to mar the trip in the New Dodge Brothers Six coupe appears to be the young brother's "Just Married" announcement on the door.

Newcomer Is Welcomed to Famous Line



The newest—and nineteenth—member of the elaborate 1929 Silver Anniversary Buick array, presented to the Pacific Coast public for the first time at the opening of the present year. The new model is a four-passenger coupe, built on the 121-inch wheelbase and powered with the 90.5 horsepower Buick motor.

PLYMOUTH CAR SHIPMENTS AT NEW HIGH PEAK

"At no time in the history of the Chrysler organization has the demand for its lowest-priced automobile exceeded the present sales demand for the Plymouth car," according to a statement made this week by A. van Der Zee, general sales manager of the Plymouth Motor corporation, in discussing April production and shipments.

"The Display and Demonstration week recently conducted by Plymouth dealers throughout the country has brought out clearly the remarkable interest in this car and the unusual enthusiasm with which it is being greeted in every section of the country," he says.

"Although the Plymouth Motor corporation was established as a separate division of Chrysler Motors only four months ago, in January, our sales organization has already assumed huge proportions. More than three thousand dealers have signed to handle Plymouth cars and many new sales agreements are being received daily. They are keeping the production at the factory working overtime in an effort to catch up with the orders."

45 Million People To Take to Road

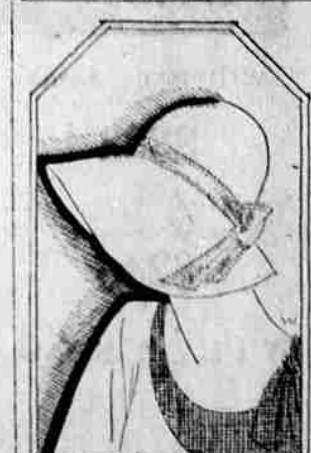
Forty-five million persons, more than a third of the population of the United States, will take to the highways for this year's touring and will spend some \$3,500,000,000 in so doing, according to estimates by the Bureau of Good Roads, at Washington.

With more than 21,000,000 registered passenger cars in the United States it is now almost impossible for the country's entire 120,000,000 people to be moved at one time by means of motor car transportation. Sixty per cent of our families already own a motor car. Twenty per cent of our car-owning families own more than one.

Study Regulations

Considerable discussion in automobile circles regarding the mile speed tests at Daytona Beach or on other fast courses has led to the conclusion that sooner or later strict regulations regarding drivers must be adopted.

Among the rules that have been discussed is one which would not permit a driver to pilot a car at more than 200 miles an hour unless he has had considerable high speed racing car experience and has finished in the A. A. championship in fifth place or better. The discussion further lend to the belief that those contemplating the building of high speed racers will be required to have a considerable background of practical experience before being permitted to enter such events.



THIS is the white felt sport hat so popular at Biarritz. It is quite large and floppy, and trimmed with a handstitched and pleated green linen ribbon.

Ford Output Is In Full Swing; Plants Active

DETROIT, Mich., May 18.—With production of the Ford Motor company in full swing, the big Rouge plant at Dearborn, the largest manufacturing establishment in the world, has become the scene of the greatest activity in its history.

Reports covering a month's operations show the receipt of 5000 carloads of material and the shipment of 8797 carloads of products from the plant.

Incoming shipments consist largely of coal, iron ore, the latter being unloaded from lake vessels at the Ford docks on the Rouge river, limestone and sand, with numerous consignments of materials used in smaller quantities, while the Rouge plant sends out for sale not only automobiles and automobile parts, but also coke, cement, scrap and various other by-products saved through manufacturing efficiency.

Within the Rouge factory enclosure are 92 miles of railway, on which an average of 2000 cars are handled daily, including those used for intra-factory movements. Approximately 350 freight cars carry products from this factory each day. The bulk of these shipments is composed of automobile parts consigned to 33 other assembly plants in the United States and to foreign plants. Model A Ford automobiles assembled at the Rouge plant are delivered to dealers under their own power, as the plant assembles automobiles only for the Detroit area.

For the Rouge and Highland Park plants combined, 11,234 carloads of material were received in the month, and 11,129 carloads of products went out from these factories.

These reports, it is pointed out, evidence the fact that the Ford Motor company is storing up no materials at either plant. One of the important policies of Henry Ford, which has been followed consistently throughout the growth of the Ford Motor company, has been to keep free from large factory inventories and to move materials into plants at the rate of their consumption.

A single day at the Rouge plant witnessed the production in the foundry of 292,271 castings. The weight of the day's accomplishments in this foundry, which is the largest in the world, was 1925 tons.

Selling blood for transfusions has become a business for 300 residents of Long Beach, Cal.

The Advantages of FOUR SPEEDS FORWARD



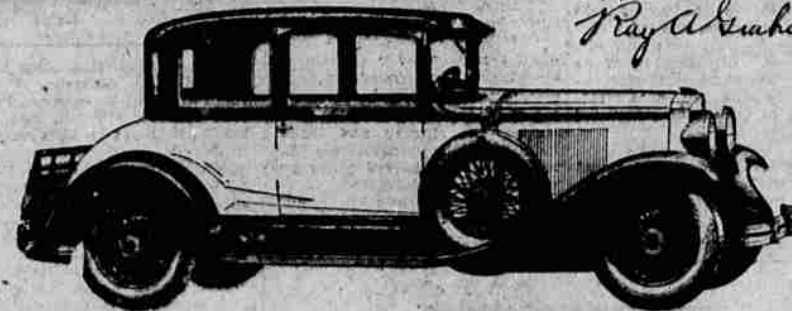
FIVE CHASSIS—SIXES AND EIGHTS
\$895 to \$2495

Car illustrated is Model 21, six cylinder, four passenger Coupe with Four Speeds Forward, \$1995. All prices at factory—special equipment extra on all models.

[Two High Speeds—Standard Gear Shift]

High road speeds with low engine speeds, a new smoothness, and rapid acceleration in traffic are among the advantages of the time-proved Graham-Paige four speed transmission which have won the enthusiastic approval of many thousands of owners. In addition there is longer life, remarkable ease of handling, and lessened strain on both car and driver. You are invited to enjoy the thrill of Four Speeds Forward.

Joseph C. Graham
Robert C. Graham
Ray A. Graham

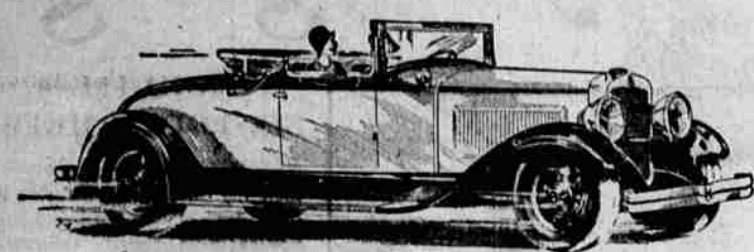


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GRAHAM-PAIGE

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3 Cabriolets

STANDARD SIX
Delivered, Fully Equipped

\$1138

SPECIAL SIX
Delivered, Fully Equipped

\$1563

ADVANCED SIX
Delivered, Fully Equipped

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Lower, Delivered, Completely Equipped Prices

FOR those who like to be out and going—top down—nothing but blue skies above—Nash designers built three smart "400" Cabriolets.

With the top up and windows raised, they are luxurious closed cars—with the top down and windows either down or up, they are smart open cars. All have a big, comfortable, roomy rumble seat.

The Standard Six Cabriolet is one of the most popular cars in its price field, because it combines the smart open-enclosed motoring vogue with Standard Six performance superiority.

It has a big, high compression, 7-bearing motor for power and speed—"400" steering for the world's easiest driving—Lovejoy hydraulic shock absorbers, for cushioned smoothness over all kinds of roads.

The Special and Advanced Six Cabriolets are distinguished by such "400" features as the new Twin-Ignition motor, Bijur Centralized Chassis Lubrication—press a pedal, your car is oiled—Lovejoy and Houdaille hydraulic shock absorbers.

And, every "400" model comes from the factory equipped with bumpers, hydraulic shock absorbers, spare tire lock and tire cover, at no extra cost. Some dealers, charge as much as \$50 or \$60 extra for bumpers alone.

Compare these Cabriolets to others, then compare their fully equipped, delivered prices. You'll see the advantage in buying a Nash!

Delivered, Fully Equipped, Price Range on 25 Nash "400" Models, \$1066 to \$2451

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TIRE SALE

Starts Today For One Week Only! Tremendous Reductions!

OUR GIGANTIC ANNUAL SPRING SALE—always the biggest event of the year for motorists of (Name of Town)—gets underway today. Prices during this sale are positively the lowest we have ever advertised on the famous Gum-Dipped Firestones—the tires that hold all world records, and the Firestone Oldfield, world's leading standard quality tire. If you are going to need tires any time during the next six months get them now at our amazingly low prices. Buy tires of known quality, guaranteed for life against any and all defects, and save money. Drive in today!

Firestone Gum-Dipped Tires		Firestone Oldfields	
29x4.40 Balloon	\$8.20	29x4.40 Balloon	\$5.95
30x4.50	\$ 9.10	30x4.50	\$ 6.60
31x5.25	13.50	31x5.25	10.10
32x6.00	15.80	32x6.00	11.85
30x3 1/2 Reg.	6.70	30x3 1/2 Reg.	4.85
30x3 1/2 E. S.	7.15	30x3 1/2 E. S.	5.25
30x3 1/2 S. S.	9.75	30x3 1/2 S. S.	7.10
32x4	12.65	32x4	9.50

Firestone TIRES

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