

**SHIPMENTS SHOW HEAVY INCREASE**

**Chrysler Records Reveal Gain of 23.5 Per Cent in Half Year.**

DETROIT, July 19. — Chrysler Motors continue to run far ahead of previous records in the shipment of Chrysler-built passenger cars, trucks and commercial vehicles, according to the figures released for the month of June. Shipments for the first half of 1924 totaled 279,825 cars, an increase of 23.5 per cent over the 226,281 cars shipped by Chrysler and Dodge combined during the first half of 1923. The figures show that Chrysler not only began the year with a decided gain over 1923, but steadily increased that percentage of gain in each succeeding month until in

June it reached 28 per cent, the shipments in that month amounting to 47,551 compared with 36,829 for the combined Chrysler and Dodge shipments in June 1923, an increase of 15,531 units. **Plymouth Gain Startling** The Plymouth line of low priced cars again made the most startling gain—282 per cent over the 1923 June record—12,763 of this line having been shipped in the month just closed, with a grand total of 79,022 for the six months period. The De Soto line of sixes is also rapidly building for itself a most enviable record since its introduction last summer, the total shipments for the first months being 45,378, of which 8,017 were shipped in June. The Dodge lines also took a prominent part in the splendid showing made during the first half of this year, 22,713 Dodge Six cars having been shipped during that period and 2,911 of the higher priced Senior line. June shipments amounted to 19,997 Dodge Sixes and 428 Seniors. The Dodge trucks, buses and

motor coaches continue their popularity in the commercial field, 23,503 of these having been shipped during the first six months of 1924 as compared with 21,522 during the first half of 1923. The June shipments were 3,938. The Fargo line of Trucks and Commercial Vehicles is also steadily forging ahead, increasing its shipments each month since its introduction last summer until in June they reached a total of 1,352 cars for that month. The Chrysler lines of cars, comprising the "65", "75" and Imperial contributed 4,628 to the June total, making a total for the first six months—51,819 cars.

make a slight adjustment of the shock absorbers with which the car is equipped. The Ford automobile obtains much of its smoothness on the road from double acting shock absorbers operating entirely on the principle of hydraulic resistance. The fluid used in the reservoir offers resistance to road shocks by being forced from one chamber to another. In cold weather the fluid has a tendency to thicken, while in warm weather it flows more readily. To compensate for these changes the shock absorbers are provided with an adjusting needle. In warm weather, it is advisable to tighten the valve on the shock absorbers so as to give the fluid less play. Hydraulic shock absorbers were adopted for the Model A Ford after thorough tests had demonstrated their effectiveness in easing the worst type of road bumps, and of greatly reducing what otherwise would be severe shocks to occupants of the car. It is pointed out that their effectiveness is pronounced under any circumstances.

Best results, however, will be obtained by a seasonal adjustment. Ford dealers and service men are thoroughly conversant with the method of making shock absorbers adjustments. These may be made quickly and to suit the hiding requirements of the driver. **EVERY PERSON IN U. S. COULD RIDE SAME DAY** If every person in the United States were to take his summer vacation at the same time, and decide to go on an automobile tour, simultaneously, sufficient accommodation for all would be found in the passenger cars operating throughout the nation. Few countries, however, are in a position even remotely approaching this situation in the matter of personal transportation. America being well in the lead of all others so far as the number of persons per motor vehicle is concerned, according to L. G. Peed, general

sales manager for the De Soto Motor corporation division of Chrysler motors. China, for instance, has but one motor vehicle for each 17,000, the United States one for every 4.9 people in the country. "In spite of this unusually high per capita ownership of motor cars," he continued, "the remarkable achievement of the De Soto six proves there is ample room for

a new car that definitely excels others in its price class. Since the De Soto six was introduced to the public it has gained a following and reputation unequalled by any first year car in the history of the automobile industry. "A year ago there was not a De Soto six on the road. Today there are sufficient De Sotos in operation to remove the entire

population of Detroit—a million and a half people—to New York in fewer than three trips and in less than a week." **Driving Instructor:** Well, do you understand the car now? **Beginner:** Perfectly. There's only one thing I should like to ask: Do you put the water and the gasoline in the same hole?

**ADVISABLE TO ADJUST SHOCK ABSORBERS NOW**

Drivers of the Model A Ford car will find it advisable, in order to obtain the maximum of riding comfort in the summer months, to

**July Clearance Sale MODEL T FORDS**

**Monday, July 22 -- Last Day**

**THIS SALE WILL BE HELD AT OUR USED CAR LOT**

**1924 FORD TOURING**

With 5 good tires, paint like new and motor in A-1 shape, price only **96**  
**\$115.00**

**1926 FORD PICKUP**

Steel box, balloon tires, motor A-1 shape. Just what the farmer needs on his ranch. Low price of **113**  
**\$195.00**

**1926 FORD ROADSTER**

New Duco paint, Ruxtell Axle, windshield wings, motometer, bumpers and many other extras at the low price of **100**  
**\$215.00**

**1927 FORD TON TRUCK**

With long width base, extra transmission, flat rack body, new tires, only **119**  
**\$295.00**

**1924 FORD COUPE**

Motor in first class shape with new battery and Duco paint, come early for this car, price only **34**  
**\$142.00**

**1923 FORD TOURING**

A dandy buy at only **18**  
**\$60.00**

**1927 FORD DEL.**

Panel body for winter or summer **116**  
delivery, new tires, motor just overhauled, price  
**\$325.00**

**1925 FORD TUDOR**

5 good tires, Ruxtel Axle and more than 10,000 miles transportation at low cost, price **115**  
**\$165.00**

**1924 FORD TOURING**

A bargain for summer transportation, price only **48**  
**\$65.00**

**1924 FORD PICKUP**

As is. Price **107**  
**\$65.00**

**1926 FORD COUPE**

New paint, many extras. A car for the conservative buyer. Price only **64**  
**\$245.00**

**1923 FORD COUPE**

Lots of extras, motor and tires good. Price **71**  
**\$85.00**

We have many other cars at our lot to choose from. Phone Main 2 or Main 508

**DON'T FORGET MONDAY LAST DAY**

**Larison Chevrolet Co.**

Next to Observer

G. L. Larison, Mgr.

**REVOLUTIONARY. IN 1924—STILL MORE SO TODAY**

**APR 19 1924**

"It was inevitable that Chrysler should attract a degree of scientific interest accorded no other car in the past fifteen years. Engineers, naturally, were first to appreciate that Chrysler, while adhering strictly to soundest principles of design, is a distinct departure from previous motor car practice and performance. They recognize in Chrysler an advance in automobile engineering as revolutionary as the development of the X-ray in medicine."



**HOW HAS CHRYSLER DONE IT?**

When an unknown motor car sets out—as Chrysler did—to grasp the leadership of a great industry, and with the speed of a meteor, sweeps to a foremost position in popularity and sales, it must possess extraordinary quality and ability.

When the first Chrysler car was placed on exhibition five years ago, the whole industry looked in amazement at what Walter P. Chrysler had accomplished. Within four years, Chrysler had leaped to third place in the industry.

How has Chrysler done it? What is the secret of this success? Simply that Chrysler gave in the beginning—each year since has given increasingly—and

today gives in still greater measure—not only a finer grade of basic quality but a higher order of performance, beauty, style, power, acceleration, safety, comfort—all at most reasonable prices.

Such sweeping success must prove inevitably to the buyer of a Chrysler car today that he can count on the most advanced, the soundest, the safest and the most satisfying motor transportation his money can command. Let us prove these facts in a demonstration.

CHRYSLER "75"—\$1535 to \$1795—Eight Body Styles. CHRYSLER "65"—\$1040 to \$1145—Six Body Styles. All prices f. o. b. factory. Chrysler dealers extend convenient time payments.

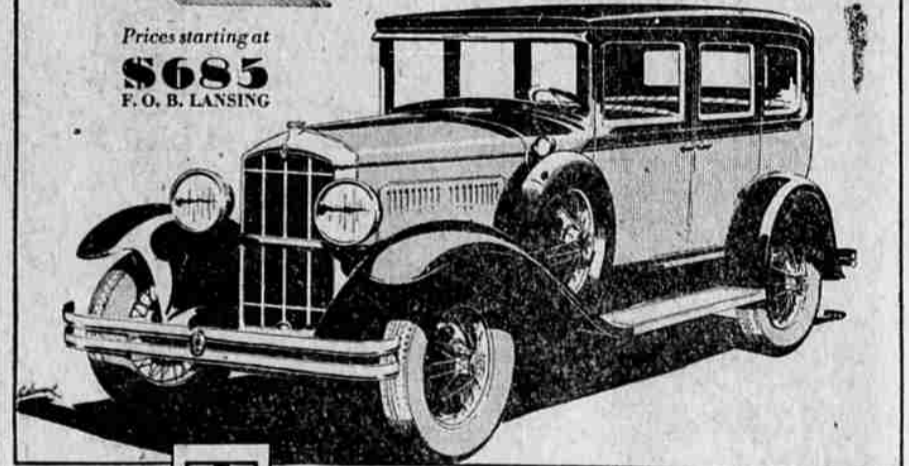
**CHRYSLER**

**L. W. WEEKS**  
Greenwood & Jefferson

**COMMERCIAL CARS AND TRUCKS**

**DURANT SIX SIXTY**

Prices starting at **\$685** F. O. B. LANSING



**THE PERFECT COMBINATION**  
**SMARTEST STYLE and**  
**Definitely-Proved Mechanical Superiority**

FACTS stand behind the success won by the New Durant Six-Sixty. Ultra-modern in every detail of style, motorists find this beautiful car comparable to the highest-priced automobiles. To make that voguishness mean something, there is mechanical excellence unmatched by any other low-priced Six. Proved by COMPARISON.

Also... the FOUR-FORTY Prices Starting at **\$510.** The New SIX SIXTY-SIX... with FOUR FORWARD Speeds Prices Starting at **\$935.** [F.O.B. LANSING]

**PETERSON DURANT CO.**  
Jefferson & Greenwood