

CHEVROLET SUPPLY SYSTEM EXPLAINED

Service Machine Shops Built at Detroit And Flint.

What Chevrolet Motor company has been doing since the introduction last January of the new six cylinder line to insure ample parts and efficient service to the millions of owners of Chevrolet four cylinder cars, is revealed in a factory statement released today.

Among the adjustments effected to safeguard the continued usefulness of former models have been the establishment of service machine shops at Detroit and Flint, specializing in the exclusive manufacture of past model parts; additional service training schools where dealers' mechanics are taught the latest methods for servicing the old and new models; additional zone ware houses which expedite the delivery of parts to dealers; and revisions in the system by which the dealer is stocked with past model parts.

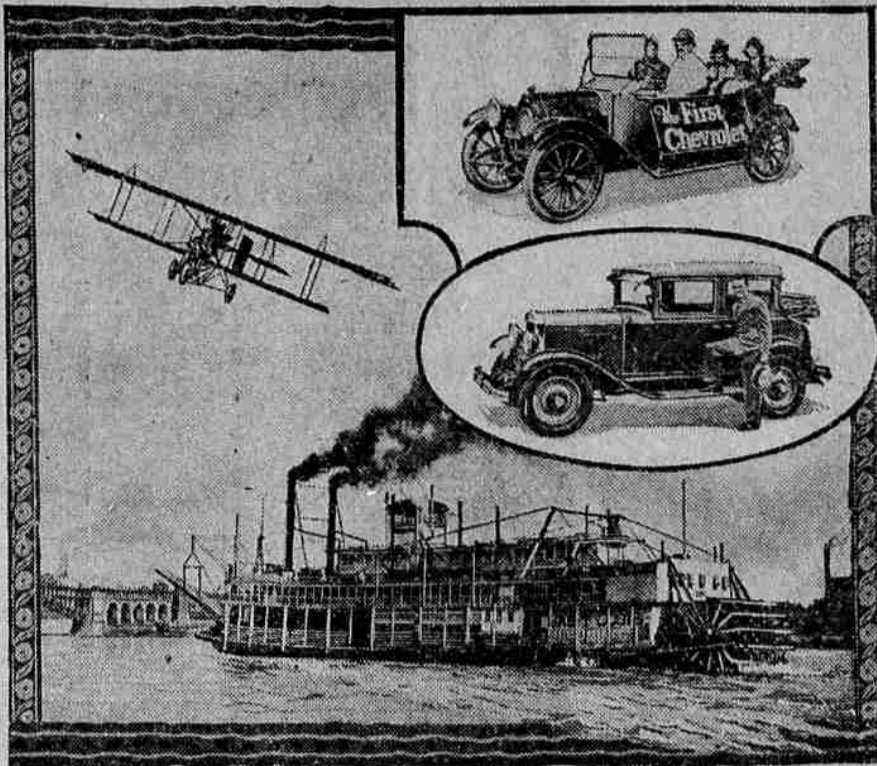
Independent manufacture of past model parts became necessary just as soon as intensive production began on the new sixes. When the company was specializing in four cylinder manufacture the turning out of past model parts was relatively easy. Temporary suspension of production in the Flint Motor Plant and the Detroit Gear and Axle Plant permitted the building of past model parts without serious inconvenience.

The drastic changes represented in the 1929 car, however, and the increased demand for precision work on the main production lines made it impossible to follow the former method. Hence space has been set aside in these two plant factories and special machinery installed for the exclusive manufacture of past model parts.

Chevrolet's service training schools have been generally given credit for the expertness of mechanics in the dealers' service garages. This skillful army of trained workers has always been recognized by the company as the key-stone around which the efficient Chevrolet service system has evolved.

Invariably the man who makes your adjustments, if you are a Chevrolet owner, is a thoroughly trained worker because he is a

Rapid Strides In Transportation



At the time that the first Chevrolet was produced, T. S. Doby was flying the odd plane shown here. He appears above making a banked turn over a historically famous Mississippi River boat during one of his exhibition flights many years ago. Doby is now a factory representative for the Chevrolet Motor Co. in the West. Insets show the first Chevrolet and its 1929 successor, the Six-Cylinder Convertible Landau.

graduate of one of these schools. There are now 33 schools, and they are open the year around. Each of the 19,000 Chevrolet dealers is required to send at least one of his shop men to these schools annually.

In charge of competent instructors, the course is of five days duration, and is followed by a rigid examination. Amplifying this formal instruction, Chevrolet has made available for all service men a complete reference library. This consists of the carefully edited four cylinder repair manuals, back issues of Service News and a com-

prehensive series of slides, detailing in picture and text the latest approved procedure.

Chevrolet's chain of zone warehouses is being increased regularly. At present there are 22, and before the year ends seven more will be put into operation. These warehouses wholesale old and new car parts to the dealer. Located strategically there is no dealer so far away from one of them that delivery of his order cannot be made within a few hours. In addition the warehouses serve as quarters for the service schools. The factory cooperates fully with

the dealer in protecting him against overstocking with past model parts or running short of them. The balanced stock parts plan and the dealers order pad, based on past sales and monthly inventories insure the dealer of an adequate number of past model parts at all times.

At present Chevrolet is manufacturing 9,000 different past model parts. According to the records of the service engineering department the company has during its history manufactured between 100,000 and 125,000 distinct parts.

Comments Reach Nash Dealers On Car Advantages

KENOSHA, Wis., July 27—While the biggest vacation touring movement in automobile history surged over national highways this week, officials of the Nash Motor company received reports from every section of the country which indicate that, in the new type "400" Nash models, motorists have found a car that overcomes any and all driving conditions and whose utility is unhampered by the old time problems of changing temperatures, altitudes, and roads.

Assurances of this versatility lie in official registration lists, which show an unusual equalization of Nash "400" sales throughout the United States during the last five months. The national maps in which the motor tourist sees endless trails, through the prairies, woods, and mountains of his chosen route, picture another vital Nash achievement, when spread before experts of the sales department and shaded to reveal the registration percentage ratio of new Nash cars.

Beginning with the Pacific states they show a heavy block of shaded

territory which covers California and the far western states, where large counties and vast distances in sparsely settled country makes automobile merchandising difficult and where cars are called upon to meet the hardest kind of driving tests. This shading extends to and through the great divide, tapering off into the western plains and spreading out heavily through the prairies of the middle west. The heavy shading covers Wisconsin and Illinois like a blanket and sweeps south over the rich Mississippi valley all the way from Itaska in the north to the delta.

This equalized distribution is also apparent through the eastern mountain states and across the old south, with heavy sales records featuring the banner Nash territory of New York and the Atlantic northeast.

To Nash engineers the fact that the heavy sales demand this year has come from every type of driving country proved that they have produced the ideal car for American use and have contributed greatly toward the increased safety, convenience and pleasure of the touring public.

"The blanket demand for the '400's' and the fact that more motorists than ever before are taking to the open road this season, is significant of continued prosperity

for the automobile industry," C. H. Bliss, general sales manager, pointed out today. "It shows that people's interest in automobiles and motoring is increasing rather than decreasing year by year, and that the motoring luxury at moderate prices which Nash offers has a permanent national appeal."

"All of the new Nash models find themselves perfectly to touring requirements, thanks to the engineering achievements which have brought about increased power, smoothness and economy in the twin-ignition, high compression, valve-in-head motor; the unequalled steering and operating ease of the '400' cars, their complete equipment at an additional cost, and the added comfort and luxury built into the Salon bodies.

"We feel that the announcement by motor clubs, touring bureaus and other agencies which show this as the greatest touring season on record is a splendid sign of continued road business. Nash dealers and distributors the country over are amply prepared to care for all tourist needs, and the motor pilgrims will find a warm welcome and prompt attention under every Nash service sign."

Six thousand acres of potatoes will be inspected for certification in Minnesota this year.

Tourists Will Use 10,000 Tons of Ice

Thirty tourists will consume approximately ten thousand tons of ice on American railroads during this summer vacation season. Railroad commissary agents declare it is almost impossible to quench the thirst of the armies of vacationists, according to reports to the home refrigeration bureau maintained by makers of ice-matic electric refrigerators.

"They're always thirsty," it is said. "They demand cold drinks, iced melon, ice cream and sherbets. A trans-continental train running from the mid-west to the western coast consumes from one and a half to three tons of ice, depending on the traffic and weather conditions."

"Of course, Volsteadism may be responsible to some extent, but the real reason is more travelers. Another reason is that Americans are living differently today. Higher standards of living have given them conveniences and comforts in their homes. When they are on the road, they expect the same luxuries."

Of the three daughters and two sons of Charles Bird, Springville, Utah, each is the parent of twins.

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30x5.25	11.88	9.14
31x5.25	12.24	9.48
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