

Ford Sets Pace in County Car Sales for First 2 Months

With Ford the leader, a notable gain was scored in new car registrations in Cook County for the first two months of the year. Ford had a total of 3,681 and the gain for the two months over the similar period last year for all lines was 2,399. Totals were 13,039 for 1929 and 10,660 for 1928.

Fourteen makes, however, had gains over the preceding year. The losses by some of the volume producers were rather marked. Ford's gain was 3,632, having had only forty-nine registrations for January and February last year.

Chevrolet, in second place, had 1,796, compared with 2,829 last year. Hudson-Essex, in third position, led the groups, but showed a loss from 1928. The totals were 988 this year compared with 1,099 in 1928. Hudson, as an individual, showed loss, while Essex had a slight gain.

Fourth place went to Buick with 769, compared with 1,072 last year, and Oakland-Pontiac was fifth with 764. Oakland, as an individual, had 252 this year and 244 last.

Nash was second to Ford among the volume producers in the order of gain. Nash had 618 for sixth place in the general standing. Last year the line registered 596 for the two months.

The standing for January and February this year follows:—

Ford	3,681
Chevrolet	1,796
Hudson-Essex	988
Buick	769
Oakland-Pontiac	764
Nash	618
Chrysler	606
Graham-Paige	447
Studebaker-Erskine	427
Willys Products	404
Dodge	403
Cadillac-La Salle	339
Packard	306
Oldsmobile	256
Hupmobile	214
Auburn	182
De Soto	154
Lincoln	122
Reo	104
Durant	93
Franklin	59
Peerless	50
Stutz	40
Chandler	39
Pierce-Arrow	28
Gardner	25
Marmon	24
Moon	24
Jordan	20
Stearns	9
Locomobile	4
Miscellaneous	44

Ford Output in Day Reaches 8,006 Cars; Has 128,142 Workers

Production records of the Ford Motor company are being stepped up rapidly, according to D. G. Leonard of the Skokie Motor company of Main street, Wilmette, North Shore distributor, who has just received the information that Ford has set a new high daily production record with output of 8,006 cars and trucks. Of these 6,286 were for the domestic market, 1,163 for foreign shipments and 557 were made in Canadian plants.

Ford employment now totals 128,142, of which 102,457 are at the Rouge plant, 20,223 at Highland Park and 5,462 at the Lincoln plant.

REASON FOR NOISY CAR

When the car develops unusual noises in the rear and both rear wheels run very unevenly, it will be found that the following troubles are the cause: Drive pinions loose on shaft; bearings on pinion shaft loose; loose ring gear or probably some nut has worked loose or was left in the housing by some workman as is known to have been the case.

Eighty-five percent of the passenger automobiles manufactured are closed cars.

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MOST of today's automobiles are made for the many. Pierce-Arrows are created for the few. That has always been so—always will be so. And the reason is that Pierce-Arrow fineness results from the very antithesis of mass production.

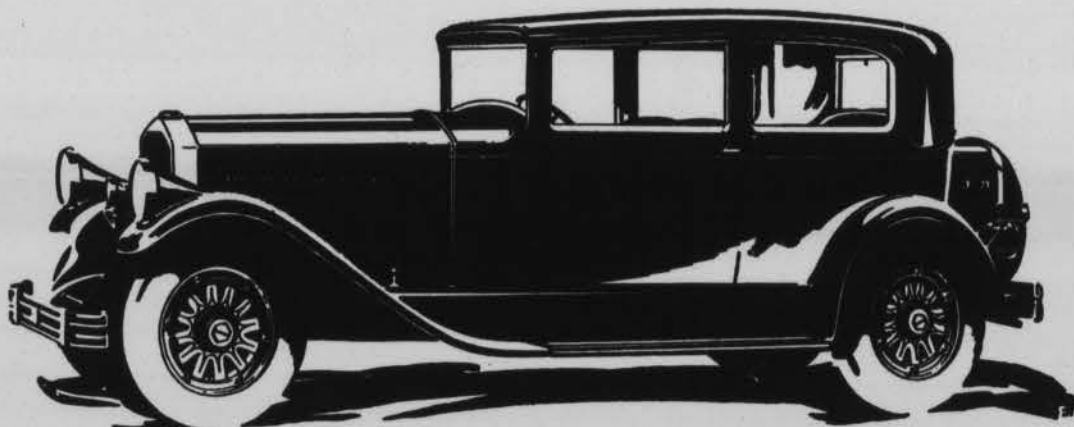
Another quality that sets Pierce-Arrow apart is that of pride. The men concerned with Pierce-Arrow manufacture have a regard for the name which borders almost on reverence.

And so with Pierce-Arrow ownership. If great pride did not enter here—and if it were not

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125 Horsepower Engine • 85 miles per Hour • 133-inch and 143-inch Wheel Bases
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In purchasing a car from income, the average allowance on a good used car usually more than covers the initial Pierce-Arrow payment

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