

MARMON SALES SHOW INCREASE

February Sales Exceed January by 15 Per Cent

Sales of the new Marmon models in February showed an increase of 65.8 per cent over the sales made in February a year ago, according to a report from the Nordyke and Marmon company's factory in Indianapolis received by F. C. Heaney, local Marmon dealer. The reported sales for January and February combined showed an increase of 65.1 per cent over the reported sales for the same two months combined, a year ago.

"The figures are an indication of the widespread demand which has been made for the new Marmon models since they were announced last November," Mr. Heaney says. "The demand has been general although factory statistics show that the three models of the standard line—the four-door Brougham-Coupe and the five and seven-passenger Standard Sedans—are in greatest demand. It is these three models which Marmon is offering at practically open car price.

Almost at Capacity
"Sales have increased steadily since the cars were shown for the first time in dealers' salesrooms throughout the country and production has increased until the factory is now almost at capacity. The success which Marmon enjoyed at the various automobile shows throughout the country has continued, the latest outstanding evidence being at the St. Louis show where all of the models on exhibition were sold. Many dealers have reported that the present outlook points to an unprecedented demand in the spring and that indications are that the sales volume this year will exceed, by a large percentage, the sales made in any previous year.

"The fact that Marmon sales have increased, steadily and surely, during months which ordinarily are considered poor automobile buying months is a tribute to the beauty of the new Marmon models and is a striking evidence of the faith which the public

has in the dependable and sure-working mechanism of the Marmon. The interest, locally, in the new models has steadily increased and has been reflected in our increase in sales. Marmon chose wisely in presenting a luxurious closed car at a price near open car price and chose wisely in adding to the wonderful mechanism of the car, which has come to be so well known and widely admired, a beauty of body design in keeping with the desires and ideas of purchasers in the Marmon price class."

N. U. Professor Favors Regulated Sunday Movies

Prof. William L. Bailey, sociologist and national population analyst of Northwestern University, believes that Sunday motion pictures can be shown in Evanston not to the detriment of the people but for their betterment. But there must be rigid regulation, he asserts.

"It is entirely conceivable," he writes to a questioner who asked his opinion, "that this matter could be handled on such a plane and in such connections that every legitimate interest as well as the morale of the community could be safeguarded. Cannot all get together on this matter? It is not a problem that will grow less but will become of large scope and greater difficulty. It is always well to handle such a problem when it is in its beginnings.

Prof. Bailey added that if constructive, educational and recreational pictures of high type are shown in Evanston on the Sabbath, they will not only be of service to Evanston people but to the people of the contiguous North Shore. The ambitious "regional theatre development" he predicted not for Evanston but for Howard avenue in Chicago which he calls a "logical tertiary center of the North Shore," Wilson avenue being the secondary and the Chicago loop the first. Dr. Bailey closes with the statement that the smaller communities like Winnetka have solved the Sunday motion picture problem satisfactorily and asks:

"Cannot a community of Evanston's calibre do likewise?"

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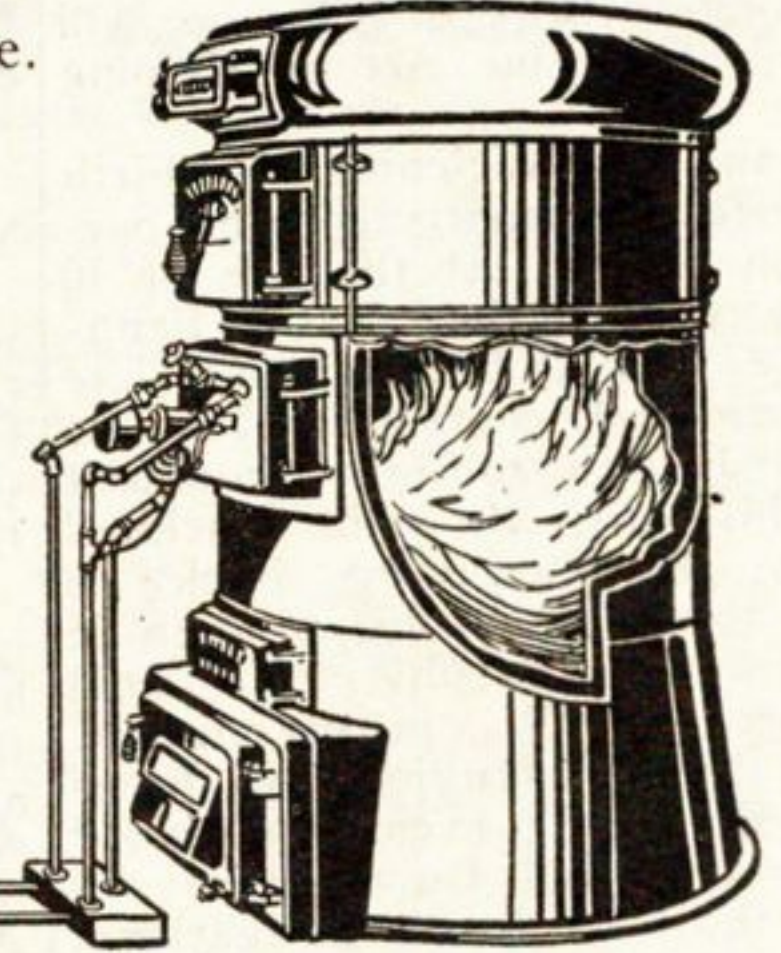
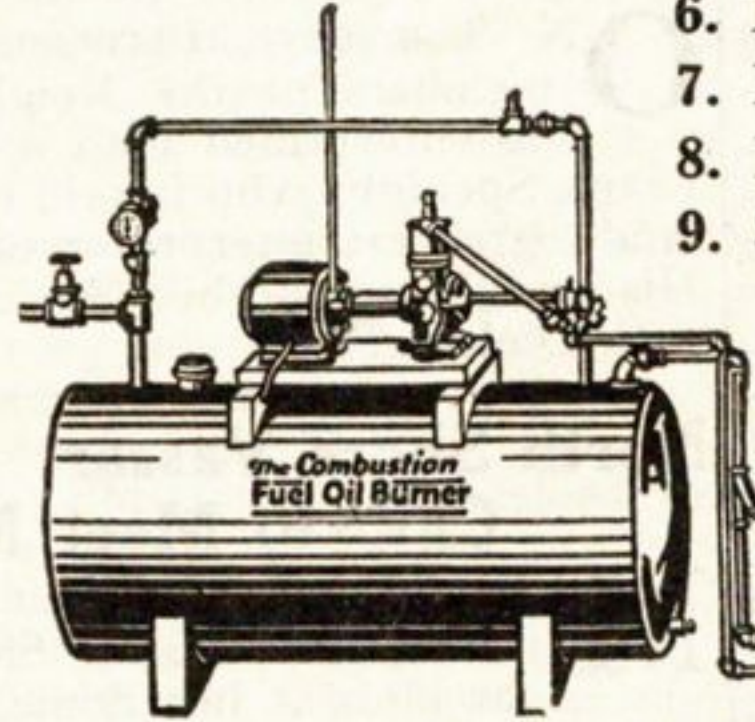
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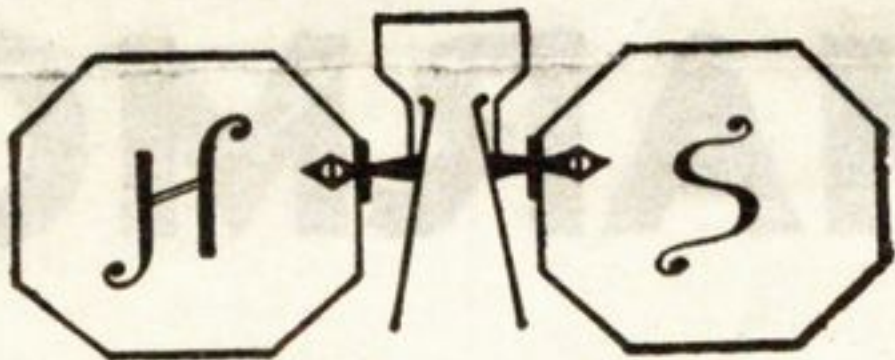


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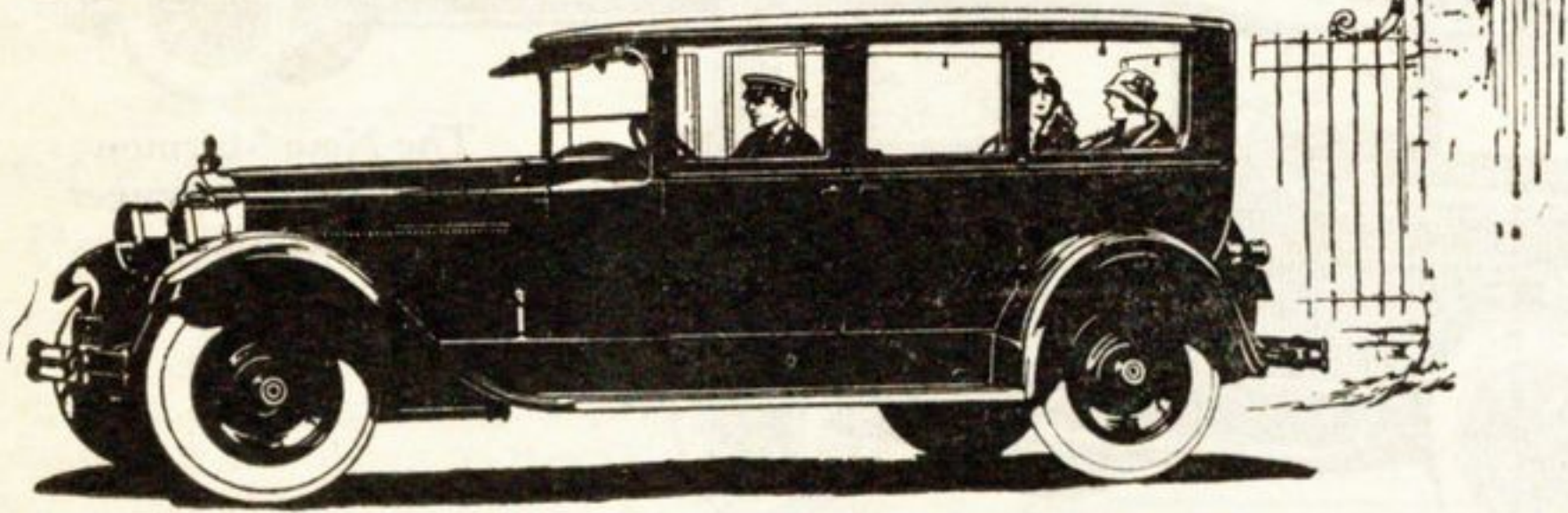
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