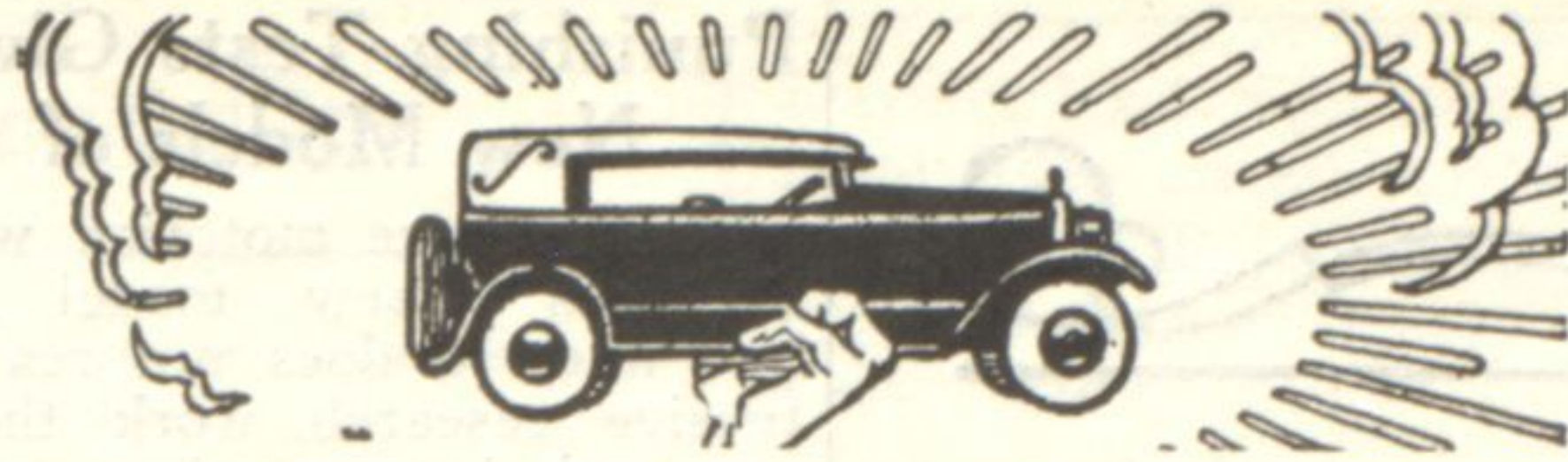


NORTH SHORE



MOTOR NEWS

AUTO COMPANIES TO SET A PRODUCTION RECORD

Detroit District Booming With 280,099 Men Employed in Turning Out Automobiles

With conditions of activity pointing toward a record automobile year, the plants in the Detroit district are maintaining production at levels above normal for this season of the year. The Chevrolet Motor company expects to turn the millionth car of its 1928 production off the assembly line during the early part of September, and thereby will exceed its output during the full twelve months of last year.

Ford is making headway toward the 5,000 daily mark, but the volume is still about a thousand short of the anticipated mark. It was given out last week that eighty carloads of Model A parts are being shipped every twenty-four hours. Included in the shipments are fenders, hoods, running boards, shields and other body parts. They go to Ford branches and make up that portion of the output that is not used for assembly within the Fordson plant.

Handling eighty carloads a day is such a huge task that conveyor system has to be used to bring the parts to the loading platforms.

Ford is said to be using more than 118,000 workers. General employment in the Detroit area has hit another new peak. The record of a week previous was broken when it was shown that 280,099 men were listed on factory pay rolls. This represents an increase of 75,000 over the corresponding week one year ago.

Graham-Paige, now among those ready to produce more cars in the present year than in the whole of 1927, turned out its 50,000th car on August 8. The maximum one day's production was recorded on August 14, with nine-hour output of 516 finished cars.

Oakland, it is stated, is close to exceeding the entire production of last year. More than 22,000 Oaklands and Pontiacs were produced in July, bringing the seven months' total up to 184,252. The latter figure is 63 per cent greater than the total for the same period last year, which was 112,888. Oakland has 9,000 more cars to produce to better its complete 1927 output.

"Good 'Used Car' Is Not Hard to Sell," Cheap Ones a Drug

The market for used cars on the north shore has moved toward stabilization, according to Carl Hanson of the Hanson Motors company of Winnetka, distributors of Graham-Paige.

In talking of used car sales, Mr. Hanson pointed to a list of used cars which his organization is marketing.

"When the purchaser of a new car trades in his old one, there is a doubtful value on the used car, because its condition may be such that resale is difficult and sometimes impossible. If a used car has a trade in value of only \$100 it is hard to resell and often it is necessary to let it go to the junk pile, which means giving it away for ten dollars or some like figure.

"It is interesting to note that very often the motor of one of these used cars is in good shape due to the care the owner has given it. It may look bad. The fenders may be jammed up. The paint may be worn off. It may

have plenty of rattles and squeaks. But it is still capable of many miles due to good motor condition. But its appearance makes it a \$100 car just the same. And as I have said there is little market for such a car

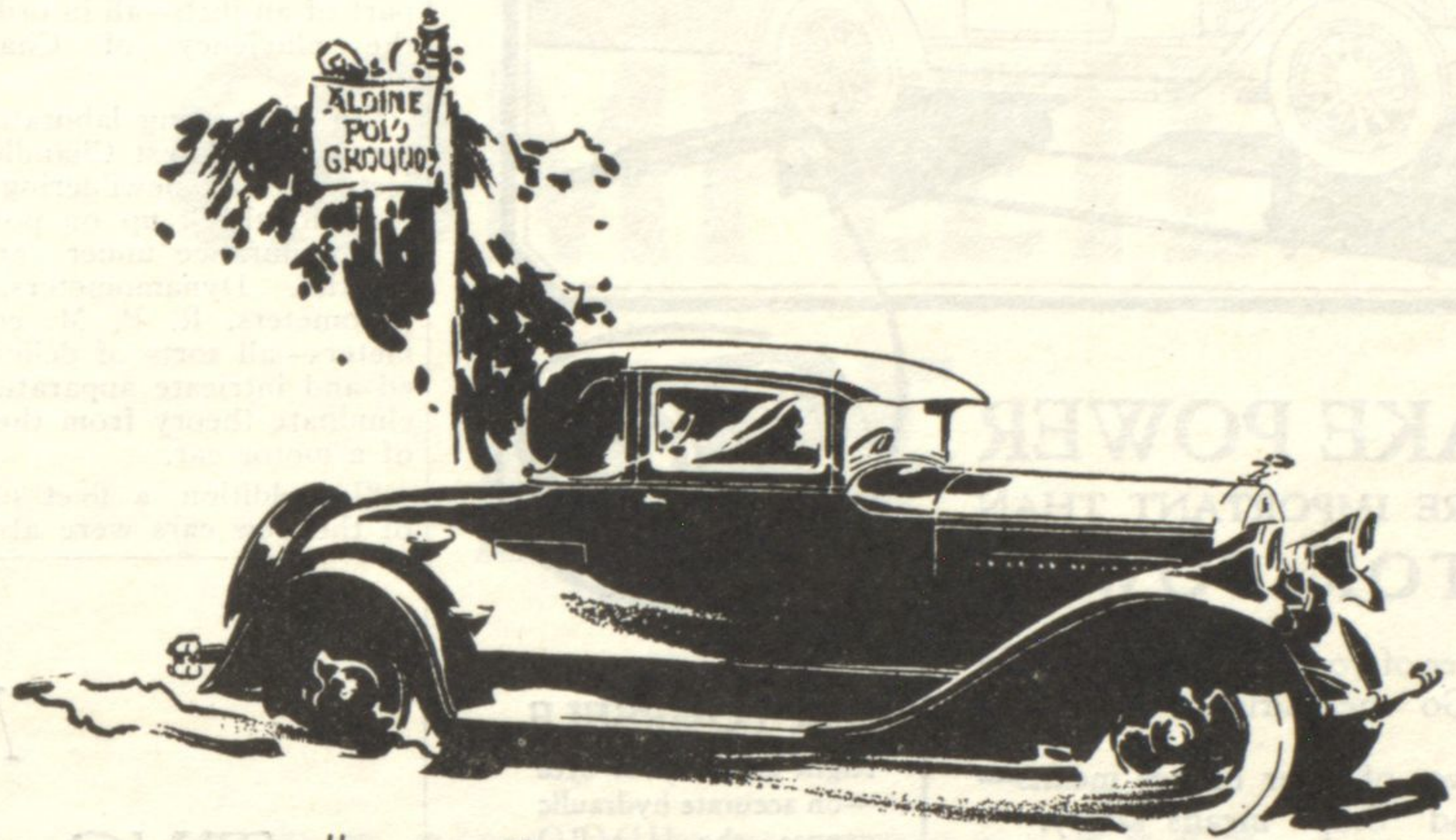
"But here's something else. A used car that is rated at \$1,000 or \$1,200 is

not hard to sell. We have found that when we get a good used car which does not show the marks of wear and tear there is always someone ready to purchase it."

Mr. Hanson points to a few features of the new Graham-Paige.

"The new Graham-Paige has a short

turning radius, to facilitate turning around in narrow streets, parking in restricted spaces, and maneuvering in difficult traffic," he says. "this was made one of the prime objectives of the engineers who designed the five chassis models.



A \$600 Saving on this smart New Pierce-Arrow Coupe at \$2750

There was never a car so radiant with *today*—so colorful in appearance and performance—as this coupe by Pierce-Arrow.

Its reduced price—a sheer saving of \$600—was never contemplated in the building.

Indeed, this is one of the show cars of the line. Its upholstery, fittings and equipment reflect Pierce-Arrow at its proudest. Its colorings are beautifully in keeping.

Pierce-Arrow proposes no compromise with the principles which have made Pierce-Arrow *America's finest motor car* for more than a quarter century.

Even the greatly reduced price gives no idea how easy has been made the purchase of a Pierce-Arrow.

The good trade-in value of your present car may well cover the initial payment.

Today's prices are lower than ever before known to cars of Pierce-Arrow manufacture. From \$2475 to \$2950, at Buffalo. Your present car will be accepted at fairly appraised value. This will apply against down and monthly payments which make Pierce-Arrow ownership surprisingly easy.

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