

Big Schedule For Chevrolet Company

With a scheduled production of 40,000 cars for March, the Chevrolet Motor Company is gaining increased momentum in the building of the new Chevrolet and the working force is being added to in each of the 12 man-

ufacturing and assembly plants throughout the country. W. S. Knudsen, president and general manager, estimates that within the next month and a half the actual factory working force will have been augmented approximately 40 per cent. "In view of the sale of the new Chevrolet is pushing us to our capacity to fill orders, we are not ex-

panding our working force any more quickly than the market demands," explains Mr. Knudsen. "When going into production with a new model made from new tools, it is important that the entire job be co-ordinated carefully so as to give the high grade results expected by the buying public now as never before. "To supply, however, expansion of production in our Chevrolet factories is not only so difficult as might be supposed, because lists of former experienced workers who are being taken care of by employment during a short period are kept on hand and these men are kept on their old positions as they are needed. In this way the majority of trained automobile workers are retained (leaving the training of a minimum number necessary.

"Pete" Writes To The Home-Folks

Aye yst got a letter from my brother in der old country. Aye can keep it only two days longer, as it says return in five days. Timmy wuz, he has made it so close to the paper that aye can read it hardly.

"Dear brother David: De reason aye didn't rise sooner is de you moved from yere've vere to yere yare now. Aye schol tell you de ad news. You're uncle Oberst has you loved so good is dead. He died very sudden after being sick about six months. He says he finds you the same. We don't know de cause for his death, but he just lay down and der wind lak'ed out of him.

"Your aunt Paline is been dead too." She was nipping four ven she slipped and trow de head on der floor. De doctor give up all hope ven she died.

"Your old friend John Jacobson was been and killed for his money. He was lucky as he left all his money home so all by foot was his wife. "Old Strahver fell in de river" and was drowned. Same thing happened to him last summer.

"Ve got de mumps and are having a swell time.

"Aye haf no more to say, aye will close. If you don't get this letter, write and tell me at once and I will send you another von.

"P. S. Aye vas going to send you that five dollars aye owe you, but aye had already seal up this letter and mailed it before aye thought of de \$5.

"Your loving brother Pete."
—Optonagon Herald.

WESTERN TOWN USES PLANE TO CURB SPEEDING

Automobile speeders in Mayfield (Cal.), are punished by being given a taste of real speed. They are put into airplanes and shot through the air at about a mile and a half a minute. This, with a few sudden dips and turns, is supposed to have a beneficial effect on them.

Far-Flung Telephone Bell

The telephone is constantly spreading into the most out-of-the-way corners of the earth. On the bleak steppes of England in the swarming flocks of Mesopotamia and the fringed palms of the South Sea Islands, you can hear the precipitous summons of the telephone bell.

BIRMINGHAM ECCENTRIC

Need For Automobile Rapidly Increasing

BY E. T. STRONG
General Sales Manager Buick Motor Corp.

The automobile came into being because there was a demand for it. Man desired a method of transportation to meet the complex conditions of modern civilization, and the automobile was the solution of his problem. There was no need to create a market for it. The market was already there, and the automobile was created to supply the needs of that market.

An examination of conditions might have led to the belief that the situation was exactly the reverse of this—that the car was developed and that by various means a demand was created for it which enabled it to justify its existence. But a close examination reveals that this thought would be contrary to the whole history of the man progress.

Real Demand Exists

The automobile could not pay the first part in the world's life that does today if the demand for it had been artificially created. If the demand for it had not existed it would have been merely one more addition to the list of useless inventions that clutter the patent office of the nation. Its brief appearance would have made hardly a ripple in the stream of advancing human progress.

The progress of man has been marked by his inventions. Never has he created anything until he needed it. The cave man was content to fend for himself with his hands and feet. He swam the small streams he encountered in his wanderings. But when the need for food and the fear of wild enemies made it necessary for him to cross broad rivers, he invented the bow and arrow. He followed it and invented the gun, and even his sturdy muscles proved insufficient for his long voyages over stormy waters. So he invented the sail and harness of the wind.

With sailing vessels, Columbus discovered a new world and sailing vessels brought to us the first conquering spirit that has ruled the nations that followed it. But there was need for a still better link with the old world from which had to reach out to the new world of material necessary to the development of new countries. Accordingly the steamship was invented.

Same On Land

On land, history followed much the same course. Inland nations, knowing that they could not carry all their possessions on the backs of animals, they invented the crude wagons. These with numerous improvements were man's only form of land transportation for centuries.

While inventions such as the steamboat and the steam engine meant much to the progress of nations, they did not have such a direct bearing on the individual. He still found himself behind the march of civilization and needed better means of communication and the telephone was invented for him. Still remained to be met a more personal means of communication and the automobile came into being. Wireless messages are flashed by flashing messages across the oceans and added to the safety of travel on the sea. The light of modern buildings and for huge, modern thoroughfares, and the electric light met the need.

Nowhere was progress more essential than in the field of personal transportation. Horses drawn vehicles proved inadequate to the demands of modern life. Railroads could not return from their appointed course. Something more flexible and yet fully as dependable and speedy was required. The automobile came into existence as the answer to that demand.

Meets the Needs

The contribution of the automobile to modern progress is incalculable. It meets the needs of the individual as nothing before has ever done. It furnishes speedily, dependably, safely and economically transportation to its owner at any time that he wishes and to any point that he desires to go.

The automobile is not bought because it is a beautiful piece of craftsmanship; or because it represents so much value in metal and appointments, but because it meets the need of the modern man for dependable, personal transportation.

Every owner will welcome every improvement that can be made in his car but at the same time he will demand that it possess the stability and ability to serve that are the basis for every successful motor car.

The reason for that is that his needs are the same today as when the automobile was invented except that they are more complex, and he requires a car that has kept pace with the progress of the times. The need for the automobile is increasing, not diminishing. More and more people are finding that ownership of a car is essential to their welfare.

In line with the steady growing trend of the automobile industry toward lower priced closed cars, the Bloomfield-Oakland Sales Company, Brownell street, announces the lowest priced sedan in its field, selling at \$1,375 f.o.b. factory.

The price of the special sedan has been a matter of speculation in automotive circles during the last week, when a preliminary announcement stated that such a model would be shown Saturday, February 21. The speculation concerned the price, a huge question mark appeared in the announcement.

This special sedan has a Fisher body with one-piece "V-V" windshield and is finished in sagebrush blue Duco on body, hood and wheels, with racing strips, fenders and running gear in black.

Balloon Tires May Be Had On All Ford Cars

Probably the most important news in automobile circles during the last week was the announcement that balloon tires are to be furnished as optional equipment on all types of Ford cars.

This is probably the greatest recognition given balloons since their introduction on the market, and should prove an impetus to their popularity.

The Ford Motor Company has long been interested in balloon tires and has been carrying on experiments with them for some time. Its decision to supply balloons comes only after severe tests which, coupled with results obtained by individual owners, have proven these tires to be thoroughly practical for Ford cars.

To compensate for the harder steering with balloon tires, a special steering gear with a greater reduction will be installed on all cars carrying these tires.

Balloons to be furnished for new Ford cars will be of standard size 29x3.40, straight side and mounted on wood wheels. This equipment will be available at a comparatively small additional cost to the new car purchaser.

Arrangements also have been made for providing dealers with balloon tire equipment so that any Ford car owner who desires to do so can change over from high pressure tires. Distribution of the new balloon tire equipment has been made to Ford dealers and it is now available to present and prospective Ford owners.

Walsh, James & Wasey To Finance 10 Homes

Jay A. Walsh, president of the Walsh, James & Wasey Company, announced the need that the company expects to finance the building of ten

new homes in Birmingham Forest Hills this coming spring. Mr. Walsh, "will be put on the market very soon. This property was formerly the north part of the Poppleton Farm. It is conveniently located on the west side of Adams Road, just north of the Birmingham village limits, and is to be annexed to the village. It will, of course be fully improved and carefully restricted."

The property is owned by the Birmingham Forest Land Corporation, a subsidiary of the Walsh, James and Wasey Company. The character of the property is such that many reservations have already been made by Detroit, Birmingham and Bloomfield Hills residents, who are looking ahead to the time when desirable close-in building sites will be at a high premium and difficult to secure.

When asked as to whether the company itself was to build the first ten homes, Mr. Walsh replied, "No, that isn't our plan. We do expect, however, to help finance the building of ten homes for ten individuals."

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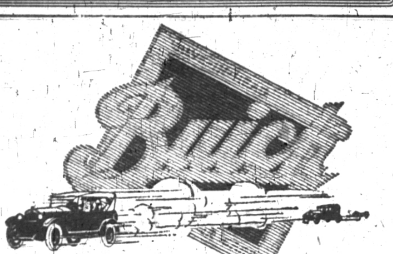
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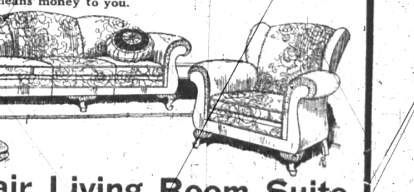
See the new sedan with beautiful Fisher Body and one-piece VV windshield, finished in aqua-marine blue and black Duco—Balloon tires and disc wheels.

See the new Fisher Body coupe of strikingly beautiful design, finished in sage green and black Duco—Balloon tires and disc wheels.

See the new coach, another fine Fisher Body closed car of low price, Duco finished, mounted on the new Chevrolet chassis with its many added quality features—Balloon tires and artillery wheels.

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505 S. 507 NORTH WOODWARD AVE.

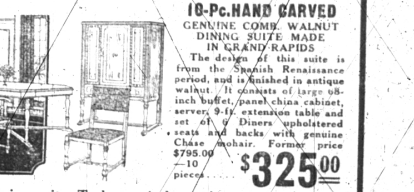
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