

## Every Day Evidence Proves the Extra Power of

# Red Crown

The High-Grade Gasoline

Motorists are daily discovering from "inside information" — from actual engine performance — that Red Crown burns clean.

This means that Red Crown gives you more power and greater flexibility. These benefits will be revealed in added mileage and in lowered gasoline bills.

These are the reasons why Red Crown maintains the service of your car at its highest efficiency.

With Red Crown in your tank, gear shifting is minimized. Red Crown takes hills with a lightness and ease that will delight you.

Red Crown gives you a lively pick-up, dependable performance and maximum power.

Fill up with Red Crown and enjoy an instant, powerful action which will satisfy your most exacting requirements.

At the following Standard Oil Service Station:  
Corner Woodward and  
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And the following  
Filling Stations  
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Standard Oil Company, Birmingham, Mich.  
(Indiana)



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### Fleets Of Chevrolet Cars Are Delivered

"Fleet orders" for both passenger cars and trucks are being received with increasing frequency by the Chevrolet Motor company from large organizations whose investigations have established the economy of providing their salesmen and other representatives with reliable motor transportation.

Hundreds of Chevrolet fleets have been delivered since the first of the year.

The group purchasers assign various reasons for their decision to standardize on Chevrolet.

Reliability and economy, one of the factors in Chevrolet's popularity among the farm districts, is the reason most frequently given by the organizations whose men penetrate those districts. Others cite the universal availability of service at Chevrolet's 3,600 direct dealers, 2,900 associate dealers and 11,000 parts depots which dot the country. The purchasers of fleets for city use prefer the Chevrolet because of its attractive appearance and easy handling and its 18.3-foot turning radius.

Among the recent group purchasers is the United States Tobacco company which has furnished a fleet of 54 Chevrolet coaches to its salesmen in the eastern states. They find the coach convenient for bulky samples.

The Consolidated Gas company since January 1 has bought 34 Chevrolet coupes, roadsters and trucks principally for the use of inspectors, "trouble shooters" and foremen in New York City.

A fleet of 24 coupes has been purchased by the Universal Portland Cement company for its salesmen throughout the country. Hundreds of other companies in a wide variety of business have established Chevrolet fleets ranging in number from six to 20 cars.

"Sales cost records are proving daily the economy of automotive transportation for salesmen," said R. H. Grant, general sales manager of the Chevrolet Motor company.

"The average expense per call incurred by the salesman driving an automobile is lower than by the use of the fact that the salesman using a machine makes three times the number of calls and spends less time with each customer. He will make calls which otherwise he would skip were he limited by rail transportation.

"In addition a salesman who drives an attractive car up to the customer's establishment enjoys a peculiar psychological advantage over the salesman who arrives on foot. Unconsciously the buyer accords more rapid and courteous attention to the man with the car."

### Studebaker Demand Greater Than Ever

Every month since last October, the monthly export sales of Studebaker motor cars have been the largest for that month in the history of the corporation. Nine successive months, and each has hung up a new sales record.

In Canada alone, the sales for the first six months of 1925 were greater than for the whole year of 1924. Over the entire export field, sales during the first seven months of 1925 are greater than the whole of 1924.

A tabulation of the increase in per cent of sales for each of the nine months mentioned, over the same month of the best previous year in corporate history follows: November, 1924, 49.8 per cent increase; December, 1924, 83.9 per cent increase; January, 1925, 63.7 per cent increase; February, 1925, 103.5 per cent increase; March, 1925, 52.2 per cent increase; April, 1925, 35.8 per cent increase; May, 1925, 41.3 per cent increase; June, 1925, 50.9 per cent increase; July, 1925, 76.6 per cent increase, (based on orders on file for shipment during July.)

The average increase of the past nine months over the nine best such months heretofore recorded, was 60 per cent. Every car exported after August 1 will be that much increase over the best previous year in the corporation's history.

### Chrysler Factory Is Busy On July Record

Seven hundred and fifty Chrysler cars, 500 of them the new Chrysler Four, are now being turned out every day by the Chrysler Corporation in its efforts to catch up with orders. The plants are working on a schedule of 16,000 cars in July. Unfilled orders are at the high mark, according to J. E. Fields, vice president in charge of sales.

"Facilities of the Chrysler plants are being concentrated on meeting the demand in delivering the Chrysler Four," said Mr. Fields. "Huge output has been made possible by the installation of several hundred dollars' worth of new machinery. The Chrysler Highland Park plant, where

the four-cylinder car is being built, is operating on a schedule larger than it has ever before reached. The Chrysler Jefferson avenue plant is turning out 250 Sixes a day. Increased efficiency in the Jefferson plant has recently permitted the production of an additional 100 to 125 cars a week.

"The rapidity with which production of the new Chrysler Four has jumped approximately 100 cars a day to 500 is a feat which has surprised even those of long experience," says W. Ledyard Mitchell, vice president in charge of manufacturing. This installed under the personal direction of Walter P. Chrysler, and adds another manufacturing achievement to his career."

Mr. Fields estimates from reports

filed by factory district supervisors that an average of more than 1,000 retail orders a day have been placed since June 23.

### Ford Co. Makes New Production Record

A new June sales record was established by the Ford Motor Company during the month just passed, when approximately 6,000 more Ford cars than during the same month a year ago, which held the previous high mark for June.

Reports indicate a continued large volume of business through the summer months with a higher buying level than is usual during this season of the year. The outlook is

for another record breaking month for July. Urgent requests for additional shipments have made necessary increasing the company's July production schedule, which now calls for several thousand more cars and trucks than were produced in June. Sales figures just given out by the company show that the total sales for June were 195,300 Ford cars and trucks. Of this number, 176,266 represent domestic sales, as compared with 170,547 cars and trucks sold in June a year ago. Buying conditions also continue good in the high priced car market. Evidence of this in the sales of Lincoln cars during June, with deliveries to domestic customers totaling 892, on increase of 95 over June a year ago.

# Logic Says - This is the Truck

The facts responsible for Graham Brothers substantial price reduction of May 15th are even more important to buyers than the reduction itself.

Having produced more 1½ ton trucks during the first quarter of 1925 than any other manufacturer in the world, and having achieved second place in the 1 ton and 1½ ton fields combined, Graham Brothers simply applied a policy to which they have adhered faithfully from the outset.

This policy is to give the purchaser the full benefit of any economies effected through increased production.

The increased production, of course, was the logical result of increased demand. And the increased demand points directly back to the reasons for the exceptional satisfaction of Graham Brothers owners.

These reasons are of interest and importance to any truck buyer. Ask the Dodge Brothers Dealer to present and prove them.



Evans - Jackson Motor Co.  
119 South Woodward Ave.  
Phone 301 Birmingham, Mich.

# GRAHAM BROTHERS TRUCKS

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DEALERS EVERYWHERE

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### for the HUDSON COACH

Throughout Hudson's long-time policy of giving greatest value for the money, this is the lowest price, the finest Hudson, the greatest value Hudson ever offered. Only Hudson's exclusive advantages of the famous patented Super-Six principle combined with the world's largest production of 6-cylinder cars make it possible. By greater margins than ever before it is today the "World's Greatest Buy."



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