

Auto Production To Continue Increase

High automotive production will continue well through the second half of 1925 it is expected by R. H. Grant, sales manager of the Chevrolet Motor company, who has spent three

months of the current year visiting in direct contact with Chevrolet dealers. His travels have taken him to most of the large cities and more than half the states. "Demand for cars which even began this time last year was beginning to slacken, still remains strong," said Mr. Grant. "The sales peak

and depressions of former years are beginning to flatten out. The automobile has become a year-around product, particularly since the closed car grew to such favor. Seasonable variations in demand are becoming less marked.

"No one section predominates as a present or prospective market for automobiles. Sales throughout the entire country reveal a gratifying steadiness and uniformity of demand. And improvement of the agricultural situation, particularly in the south west where the drought has broken, indicates that thousands of farmer-purchasers will help sustain the demand during the latter part of the year.

"It is not improbable that demand will increase slightly in the near future and then remain unchanged for some time, still at a comparatively high level. This possibility, however, will have slight effect upon production, especially among the large companies.

"Production of the more popular cars during recent months has been unequal to demand with the result that manufacturers have been accumulating a reserve of unfilled orders which they can meet only by steadily building automobiles. This is a favorable and healthy condition for any business. It is a guarantee against abrupt production variations. Also, it benefits the dealers because immediate delivery of cars to waiting purchasers permits a rapid turnover of capital.

FORD PAY ROLLS LIST MORE THAN 161,000 PERSONS

The Ford organization is now employing more than 315,000 persons throughout the United States, according to the latest employment figures. This is approximately 10,000 more than were on the rolls a year ago.

The largest increase has come, as might be expected, in the Detroit area, where the Ford Motor company's big manufacturing plants are located. Here close to 14,300 have been added to the employment list since March 1.

SIX-CYLINDER WILLYS-KNIGHT HIGH CLASS CAR

Carrying a congratulatory message from Mayor John W. Smith of Detroit, John H. Castle, connected with the Michigan distributor for the Willys-Knight Automobile Co., arrived in Birmingham Tuesday afternoon to make several demonstration trips with Charles Boughner, of Boughner Bros. Garage, local Willys-Knight and Willys-Overland dealer.

said Mr. Boughner Tuesday. "This new car, which was announced at the New York auto show in January, bears all the marks of meeting with the approval of the motoring public. It is in a class with such cars as Packard, Cadillac, etc. It is confined to many of the best of the well known four cylinder Willys-Knight car, only that the new six is augmented with more power, finer upholstery, up-to-the-minute mechanical power and labor saving devices. It is also equipped with balloon tires."

PACKARD FILLS COW PONY ROLE

Travelling over the rough surface of the Tucson, Arizona, rodeo filed at a speed of 45 miles per hour, Homer Roack, champion bull-dogger of the west coast, leaped from the running board of a Packard Six to the horns of a longhorn steer in one of the most spectacular feats attempted in the recent Tucson rodeo. Roy Quick, another bulldogger who won prize money in the three-day events, "hazed" the steer alongside the car for his companion to make the leap.

On the following day the two men reversed roles, Roack hazing and Quick bulldogging, again using the Packard.

When asked to choose the car they wished for the difficult exhibition work, Roack and Quick both named the Packard, explaining their choice by saying that it was necessary that the car used be capable of a quick get-away and also have easy riding qualities as the rough course was apt to throw a performer just as he was about to make the leap from the car to steer.

WALSH, JAMES & WASEY COMPLETE NEW OFFICES

Work is being rushed now on the Walsh, James and Wasey offices on South Woodward avenue, and within the coming week the company will have vacated their old location and be operating in the new building. The completion of the new offices will be "to be" welcome, coming with the warm weather, as they were designed for coolness in summer and with a steam heat plant for comfort in winter.

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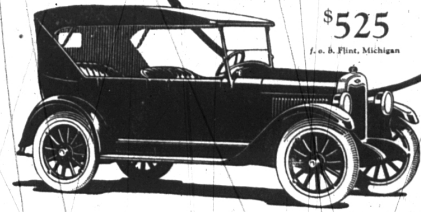
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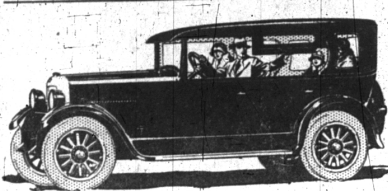


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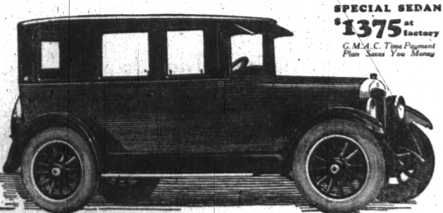
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