

Of Interest to Motorists

OAKLAND-PONTIAC SALES ON INCREASE

22,000 Cars To Be Built In April, Says W. R. Tracy.

Increased production schedule for the Oakland Motor Car company following an influx of orders on hand greater than at any previous time in the history of the

company will bring the April production of cars up to 22,000, which will exceed the previous month's production schedule by 5,000 cars. The tremendous number of orders on hand are for delivery within the next 30 days.

"Our previous high production month was last August," stated W. R. Tracy, vice president in charge of sales, "when we produced 17,000 cars. The production schedules of both March and April this year were boosted because of the deluge of orders from dealers greatly in excess of

our original production schedules. "The production for March was increased from 14,000 to 16,000, which in itself was close to the previous high production mark. The starting of production in our mammoth new factories on the Pontiac Six cars toward the end of last month enabled us to increase our production schedule to be somewhere in line with our dealers demands."

Production in March of last year was 11,386 cars, nearly 5,000 fewer cars than were produced this March. During April of last year 12,649 cars were produced, so that the present month's schedule of nearly 10,000 cars over the same month last year. As both January and February of this year saw increased production over the same months of last year, the Oakland company expects to beat every month of last year.

Two production lines are now in operation at the new Pontiac Six factory and total production of Oakland and Pontiacs is running approximately 700 cars a day, with 5,200 men employed as against approximately 4,000 at this time a year ago.

Mr. Tracy returned from trips among the Oakland-Pontiac dealers and dealers' meetings in the large centers and is in high spirits as a result of the optimism displayed by the dealers.

"The early breaking up of winter has proved an important factor in putting an end to the uncertainty which existed for a time late last fall regarding the business outlook for 1927," he stated. "Now all of our dealers feel that business men have gone ahead so carefully that any danger which may have existed of a slump has been averted and that as a result 1927 is going to be a prosperous year."

"The flood of orders which we have received is convincing evidence that they are ready to back up their opinions with their orders from dealers at one time before."

Chevrolet Breaks Output Records

The Chevrolet Motor company in March smashed all previous monthly production records in its history by manufacturing 107,900 automobiles, an average daily production of 4,316 cars.

A new daily record for production was also established on March 31, when 5,075 Chevrolets were run off the assembly lines.

The Chevrolet production last month exceeded the March, 1926 output by 42,733 cars, a gain of 65.6 per cent and outstripped March, 1925 production by 64,404 cars, an increase of 148.1 per cent.

A constantly increasing demand for the Chevrolet car, nationwide in its insistence, has made it necessary for the Chevrolet motor manufacturing plants to work

creasing its leadership among the eight; while the Hupmobile Six, the closest-priced Six in America, is rising still higher in public favor.

See these cars. Drive them. Ride in them. Nineteen beautiful body styles.

During the month Hupmobile had:—

- | | | |
|---|---|-----------|
| 1 | The largest single day's shipment of Eights to a single distributor | 79 cars |
| 2 | Largest number of cars shipped in any one month to a single distributor | 723 cars |
| 3 | The largest single week's shipment from the factory | 1371 cars |
| 4 | March shipments from the factory larger than March, 1926 | 4957 cars |
| | February, 1927 shipments greater than February, 1926 | 4106 cars |

Hupmobile Eight—Fourteen Distinguished Body Types—priced from \$1945 to \$2795 f. o. b. Detroit, plus revenue tax. Custom Bodies designed and built by Dietrich.

Hupmobile Six—Sedan, five-passenger, four-door, \$1385; Brougham, five-passenger, two-door, \$1385; Coupe, two-passenger, with rumble seat, \$1385; Roadster, with rumble seat, \$1385; Touring, five-passenger, \$1325. All prices f. o. b. Detroit, plus revenue tax.

HUPMOBILE EIGHTS AND SIXES

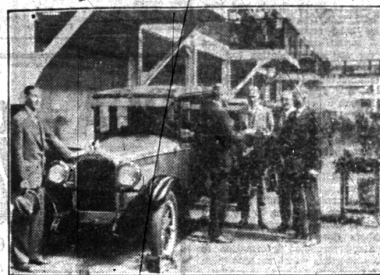
RAMSEY & SHAW, Inc.

113 Brownell Street

PHONE 550

BIRMINGHAM

100,000th Pontiac Produced



A. R. Glancy, president of the Oakland Motor Car Co., hands keys of car to C. L. Rockwell, Mayor of Pontiac. Between the men are two Oakland company officials Vice Presidents A. J. Brandt and W. R. Tracy, in charge of operations and sales, respectively.

night and day to keep pace with the enormous volume of sales registered since the advent of the "most beautiful Chevrolet in Chevrolet history." Raw material by the thousands of carloads is moving into the plants daily where extensions and equipment were recently enlarged to a capacity of 1,000,000 cars yearly by a \$10,000,000 expansion program.

In the first three months of 1927, the 267,393 Chevrolets produced exceeded production during the same period last year by 104,486 cars or 64.1 per cent and increased by 197.5 per cent over the same three months of 1925.

AUTO TO FACE BRIGHT FUTURE

By DUBOIS YOUNG
(President of the Hupmobile Car Corporation)

Just what is the future of the automobile business? It is a question easily asked and not as easily answered. The man capable of answering it accurately and with certainty could fix his own salary in the automobile industry.

But there are influences at work which enable one to make an attempt to reply to the question.

The man who lives in our great cities, like New York, Chicago or Philadelphia, might easily get the impression that street saturation of vehicles is going to stop the automotive industry from enjoying continued growth. Street traffic does offer serious problems. But they are not at all unsurmountable. Our great cities are making genuine progress in adapting themselves to the requirements of motor-vehicular traffic. Then too, it must be remembered that but 12 per cent of all the registered vehicles in the United States are in cities of 50,000 and more. Fifty-five per cent of the country's total registered motor cars are in cities of 10,000 and less.

The man in the country may have the impression that our highway system is inadequate to permit continued growth of the automobile business. But our road-building program continues at a rapid pace. Our Federal program of trans-continental highways, and highways extending from Canada to Mexico, is an ambitious one. It will do much to provide the system of highways which the country needs as the number of motor vehicles increases.

The annual replacement market is growing. More than 1,500 motor vehicles were scrapped last year.

The export market is growing. Countries throughout the world are rapidly comprehending that as a country makes it easier to own and operate motor cars, the country progresses economically and socially. Prohibitive tariff barriers may be erected against American motor cars, but this is unlikely because of the realization that automobiles contribute materially to prosperity.

Dodge Completes New Factory

Dodge Brothers immense new factory in which the company's new line of higher priced motor cars will be built is now coming and the work of installing machinery is being rushed as rapidly as possible. The factory has been built expressly to provide facilities for the manufacture of the new cars. It will be one of the most modern in the automotive industry.

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reports from the Hupp Motor Car corporation. February which set a new record for that month with factory shipments of 4106 cars, was exceeded by more than 800 cars during March when shipments

were 4659 eights and sixes according to company reports. This compares with 4712 cars for March, 1926, and 3733 in March, 1925. Factory sales were 21% higher than those of the largest February.

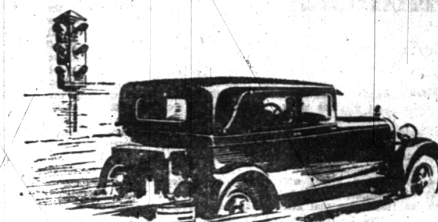
The month was also marked by the largest single shipment of eight cylinder cars to one point ever made, when the organization under the Gambill Motor company, 101 Chicago, distributor, made a driveway of 79 Hupmobile eights from the factory March 2. This was followed by an order, placed by the Gambill com-

pany the same day for 195 additional cars to be shipped by first possible date having 100 for Chicago after the opening Great Lakes navigation between these two cities.

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Touring - 1575
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7-Pass. Sedan - 1885
All prices f. o. b. Detroit, plus revenue tax.

Tracy & Cotton, Inc. thank the Birmingham Public

for the kind and friendly interest manifested in the opening of their new location at Woodward and Ruffner Avenues last Saturday.

— Q —

The Special Exhibit of the 1927 Chevrolet is still on display. You are cordially invited to inspect it . . .

— Q —

Our Service Department is in a position to handle the most exacting repair work promptly and carefully. For your own satisfaction we urge your inspection of this modernly equipped service quarters.