

News Of The Auto World

DETROIT AUTO SHOW ATTAINS SUCCESS

Many Jam Convention Hall As Exhibit Draws to a Close

IS CALLED 'BEST YET'

With but two more days left to see the greatest automobile show in the history of Detroit, thousands of persons are crowding Convention Hall this city today. Opening last Saturday evening the show attracted an extremely successful business.

When the Detroit Auto Dealers' association last year staged an exhibition that had to be the largest and best in all other ways worthy to go down in the D. W. D. A. history as a fitting celebration of the silver anniversary show it was feared by many that the limit had been reached.

Better This Year At the end of the 1926 show...

not for the same plates on the radiators, and even those which have been entirely redesigned present new body styles and refinements which the public has been eagerly waiting to see.

Approximately 70 per cent of the total floor space of 300,000 feet, which is contained in Convention hall, is devoted to the exhibition of passenger cars and the balance of space is divided among commercial cars, airplanes, motor boats, ship equipment and accessories. These various departments make the Detroit show the most thoroughly representative of any in the country due to the fact that Convention hall contains more space than any other indoor exposition building available for show purposes.

GRAHAM TRUCKS ENJOY BIG YEAR

Production facilities of Graham Brothers truck manufacturing division of Dodge Brothers, Inc. were expanded over 1926. The first full year of Dodge Brothers control of this company, according to an official announcement, is being celebrated under Dodge Brothers' banner. The year was not only a year of big production but also a year of big expansion.

Shipments of trucks and motor coaches in 1926 totaled 27,444 units, a gain of 52 per cent over the 21,900 shipped in 1925. Graham Brothers had previous year's shipments of 2,440 commercial cars totaling 29,884 units in 1925.

One of the particularly largest plants in Graham Brothers' plant is in Detroit, Michigan, where the company's main plant is in California. Total shipments of trucks to dealers in the United States during 1926 show a gain of 14.2 per cent over 1925.

Expansion of Graham Brothers plant last year includes the addition of a quarter of a million square feet of floor space at the plant in Detroit, Michigan, and the plant in California. The total floor space devoted to the building of Graham Brothers trucks and commercial cars now exceeds 500,000 square feet. These plants are among the largest in the world in the industry.

Since 1921, when Graham Brothers acquired the Dodge Brothers name as the standard power plant in all models, Graham Brothers' factories have grown to their present size.

Commenting on the 20th anniversary of a local church, a New York newspaper notes that the church has entirely changed since its congregation was first formed.

Indian bachelors complain because they are taxed. But suppose they were supplied with marry.

HUGE EXPANSION PROGRAM ON WAY

Oakland Motor Company inaugurates \$15,000,000 Investment

A \$15,000,000 expansion program, undoubtedly the largest undertaken in the motor car industry, will have been completed in the latter part of 1928 by the Oakland Motor Car company of Oakland and Pontiac, Mich. More than two-thirds of this program had already been completed at the beginning of this year.

When entirely completed, more than 1,000,000 square feet of floor space will have been added in which to produce these two car in mammoth buildings that will comprise the most modern plants in the entire automobile industry. The combined plant will be developed into the most complete of Oakland and Pontiac Sixes.

Due To Sales

A large part of the expansion was due to the phenomenal sale of the Pontiac six, which has exceeded all previous records in the first six months of the year. The year's sales over 100,000 units had exceeded the greatest full year record previously set by any new make of cars. At the end of the year, it is estimated that the record had been surpassed by more than 100,000 units.

In addition, the company prepared that fall the Greater Oakland Six, with 27 refinements, featuring a 40-horsepower engine, four-wheel drive, and other advanced features. The model differed chiefly with the model that had been in production in the United States.

Manufacture of the new car for the United States was undertaken by the General Motors corporation, which represents a complete expansion of the corporation's plant in Oakland and Pontiac, Mich. The new car is now being manufactured in the United States.

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Oakland Official Says Highway Point Of Saturation Is Mythical

"The highway saturation point, like the automobile sales saturation point is a myth. However, present day big city parking problems and street congestion are a result of twenty year 'boom' and the settlement of W. R. Tracy, director of the Oakland Motor Car company in highway construction, has been considerable.

"There has been considerable discussion as to whether or not the capacity of the highways and streets of this country has reached a point where it seriously impedes the continued increasing use of the use of motor cars. In fact, it is hardly possible that such a condition will ever confront us. The American public will not surrender the use of the motor car because of the congestion that it causes.

"I am convinced that a road building program has not been reached and that it is hardly possible that such a condition will ever confront us. The American public will not surrender the use of the motor car because of the congestion that it causes.

"The total consumption of nearly a billion gallons of gasoline a day is being used in the United States. Many have both and many more are now building new roads. The road building program is a result of the fact that every one of us is now a motorist.

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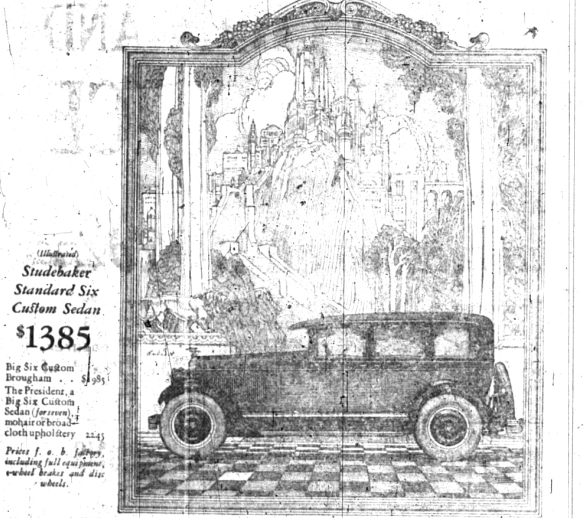
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