

OAKLAND SALE FORCE LARGER

The Oakland Motor Car company, which advanced from the position of ninth in point of sales volume during 1925 to fifth place in 1927, has expanded its already extensive sales organization to handle an expected further sales increase during 1928, it is announced by W. R. Tracy, vice-president in charge of sales.

The most important development so far has been the appointment of six regional sales managers in key cities to direct the 22 district offices stationed throughout the United States. The present eastern and western sales managers are W. B. Sawyer and E. M. LaBeck, each has supervision over three of the regional managers.

All of the district sales offices are being expanded and moved to larger quarters and the number of representatives traveling among the dealers from the district office

Buick Speeds Up Educated Horse



There is no rivalry between Red River, the educated horse shown in the trailer, and the automobile. Instead, a Buick coupe is greatly extending Red River's range of activity, by hauling him around the

country. The horse is famous in the Northwest as a star performer at the various racing and exhibition tracks. His owners, Bob Ingersoll, Bob Russell and Mickey O'Hara are shown beside the Buick.

WE HEARD IT SAID BY—

Six New Managers

The six new regional managers and their headquarters cities are as follows: New York, F. R. French, formerly special eastern sales representative; San Francisco, L. M. Dreyfus, former Pacific Coast supervisor; Chicago, Harry Mahaffey, Cleveland, L. J. Marsh; Atlanta, W. A. Sullivan; Kansas City, Edson Smith. The four last names have been promoted from the position of district manager in their respective cities.

These promotions have necessitated the following assignments of district managers: Chicago, R. D. Batchelder, formerly with the General Motors Accessory Corporation; Cleveland, E. J. Barlow, former district manager at Indianapolis; Atlanta, T. A. Kimmel, former assistant district manager at Buffalo; Kansas City, E. J. Begum, former Butte district manager; Indianapolis, E. J. Mann, former assistant district manager at Cleveland; Butte, C. L. Pugh, former field representative in the Seattle district.

Sub-Executives

In order to relieve the 22 district managers of a great mass of detail, Mr. Tracy has placed four sub-executives at each district office. Each district manager now has under him a supervisor of dealer accounting, a supervisor of distribution, a supervisor of service, parts and accessories and a supervisor of sales development, advertising and financing. Except upon matters of company policy, these men contact directly with the corresponding departments at the home office.

The six regional managers will visit the factory every 30 days and upon returning will summon the three or four district managers in their respective regions and pass on to them information and instructions received. This plan, Mr. Tracy points out, relieves the district managers of the frequent necessity of making long trips to the factory and enables them to spend more time directing sales activities in their districts.

AMERICAN CARS IN EUROPE TOUR

The number of Americans who toured Europe in their own cars in 1927 shows an increase of 75 per cent over 1926, with the prob-

Under The Hood

Chains take a great deal of punishment during a winter's usage, but they return a proportionate amount to the car.

In a 30x4.40 tire, it has been pointed out, a cross link hits the pavement 660 times in a mile. When the car has gone 100 miles, each cross link has come into contact with hard pavement or ice 66,000 times.

Add to this the strains of braking, starting and pulling, and little more may be expected of them.

In return, the hard usage of the chains take their revenge out of the tires, force the engine to work harder and can rip holes in the fenders.

That is, of course, if the driver is careless about them.

Proper attachment of chains and careful driving will afford the most possible benefit out of the chains and the least possible harm to tires, engine or other parts of the car.

In the first place, the chains should be put on right. They must be loose enough to allow them to work their way around the tires. If they are tight, they will stay in one position, cutting into the castings and causing tire trouble.

A little play will cause even wear on the tires all around.

The chains, however, must not be too loose, or they'll rattle against the fenders when the car goes at any considerable speed and break easily. Furthermore, constant tapping of a chain on the same spot of the fender will eventually wear a neat hole there.

In the case of the new type of rubber links, on the contrary, the chains must be applied as tight as possible. The tires should be blown to their requisite pressure and then the chains may be applied tightly.

The reason for this is that rubber chains are flat and smooth, and therefore do not need to have free play around the tires. In fact, if applied loosely, they are liable to break easily.

Applied tightly, rubber chains will help lengthen the life of the tires. They may be kept on all winter, no matter what the weather, if they are no bother in driving or in the way of comfort.

With chains on, motorists might think they are free to speed along the worst sorts of highways with almost safety. The safety may be there, but the wear and tear on the chains and tires won't be.

Tire chain manufacturers say that drivers should not go faster than 25 miles an hour to get the best out of them. Weather conditions alone should compel motorists to keep within this limit.

The fact that chains are necessary or advisable, says one maker, "is a warning in itself that high speeds should not be attained and that caution is in order."

Dorothy Johnson, 4-year-old musical prodigy, recently astonished Chicago musicians by playing Beethoven's Moonlight Sonata and other classical piano numbers.

tree, originating in Brazil. The latex, or juice, flows better at sunrise than later. A four-inch strip of bark is removed from the tree at a spot at the bottom, similar to that used in tapping maple trees, lets the latex ooze into a cup. The flow stops in about an hour. On the second day a fresh surface is cut and the process repeated.

TWO TREES USED TO MAKE TIRE

In 1910 the number of automobile tires used in this country was three-quarters of a million. Today it is nearly 90 millions. And it takes the juice from two full-grown Hevea trees for a whole year to supply rubber enough for one 29 by 4.40 size cord tire.

Floyd L. Darrow, traces the history of rubber, tells how it is grown and gives a glimpse of its future, in the St. Nicholas magazine.

In 1876, H. A. Wickham, a far-sighted Englishman, smuggled 10,000 rubber-seeds from the Amazon and planted them in the Royal Gardens at Kew. Some of the seedlings were sent to the East, and today 90 per cent of the rubber supply of the world comes from these plantations.

Ninety-eight per cent of this rubber is obtained from the Hevea

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New Watson Stabilators, Type AA, Designed expressly for short wheelbase cars—first device of its kind—burns up the bumps. Available for installation on the following cars:

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Let us put a set of Type AA Watson Stabilators on your car. Then pick the roughest roads you know. Drive over them at any speed. You will marvel at the relaxed riding qualities you're sure to find, no matter how light the car is or how short the wheelbase. You will hardly be able to believe it is the same car.

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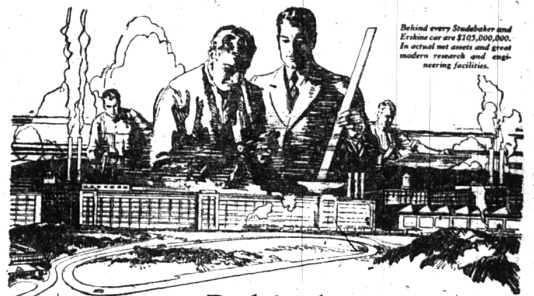
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As a result of the engineering genius in Studebaker motor cars, Studebaker now holds all the highest endurance and speed records for fully equipped stock cars, regardless of power or price. Nothing ever ran so far so fast as the Studebaker Commander—25,000 miles in less than 23,000 minutes!

Additional proof of advanced engineering is found in the fact that Studebaker and Erskine cars may be driven 40 miles per hour the day they are delivered. No more tedious "breaking-in" at 20 mile speed. And Studebaker engineers have provided such an ingenious lubricating system that you need change oil but once every 2500 miles.

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tests of speed and mechanical endurance. Because Studebaker builds bodies, engines and chassis for Studebaker cars, profits of outside manufacturers are reduced to a minimum. These savings are passed on to you in the form of higher quality materials and the highest type of precision workmanship—at a low No-Profits price.

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Values in Four Price Fields

Model	Miles Per H. P. Hour	Price
The President Eight 100	80	\$1985 to \$2450
The Commander	85	1495 to 1695
The Dictator	70	65 to 1195 to 1295
Erskine Six	43	62 to 795 to 965

All prices f.o.b. factory, including shock absorbers

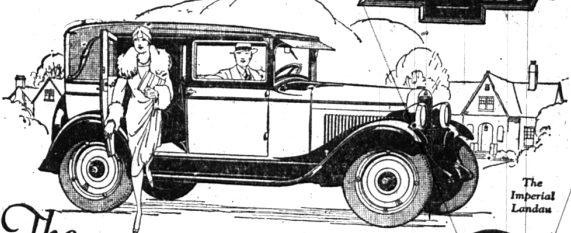
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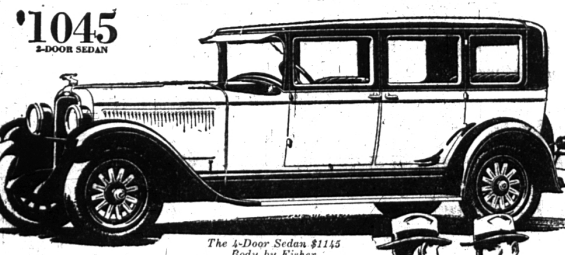
The Touring or Roadster	\$495
The Coach	\$585
The Coupe	\$595
The 4-Door Sedan	\$675
The Sport Cabriolet	\$665
The Imperial Landau	\$715
Utility Truck (Chevrolet Only)	\$495
Light Delivery (Chevrolet Only)	\$375

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The 4-Door Sedan \$1145 Body by Fisher

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