

HOW 20,000 MEN FROM 60 NATIONS WORK IN HARMONY, IS TOLD

Maintaining a force of workers numbering 20,000 or more on an average in a task at Dodge Brothers' factory in Detroit that falls mainly on C. F. Winegar, whose title is "superintendent of labor." For 11 years Mr. Winegar and his assistants have selected Dodge Brothers workmen. During this time Detroit, center of the automobile industry, has grown to the nation's fourth city in population, exceeded in size only by New York, Chicago, and Philadelphia.

From his years of practical experience in picking the right men for the right jobs, Mr. Winegar has formed decided opinions on the common problems of management and men. His doctrine might be summed up as being a doctrine of Say-It-With-Fay. "No paternalism has ever entered into the relations of Dodge Brothers and its men," said he. "We believe that a man's pay should be commensurate with what he produces and that his earnings should come direct 'by way of the pay envelope rather than by some other well intended method which he would not choose to accept. Serfdom has no place in business or industrial life in America. Nearly 60 different nationalities are on our payroll, yet all of these nationalities work together in harmony."

Winegar is a University of Michigan law graduate. Like many executives in Dodge Brothers, he once punched the time clock as a factory hand in an automobile factory. It is said that he can call ten or twelve thousand auto workers by their first names.

In addition to honest pay for honest work," he declares, "an important factor in maintaining industrial peace lies in giving men an opportunity to advance to superior positions. A high percentage of Dodge Brothers executives of today were the toilers of yesterday. They started at the bottom of the ladder. As a result they have brought to their desks a thorough understanding of the employee's mental attitude, his social problems, and his ambitions to get ahead. After becoming executives themselves it has naturally followed others who in turn, have advanced others who showed ability to do superior work. This has produced closer contact and better understanding and sympathy than could have been brought about in any other way.

"It is a definite principle in my department of the organization that labor is capital and that labor is as certain of a return as the owners of the business. Their interests are mutual. The old common law doctrine that it takes two to make a contract and two to be served is respected and developed.

"Many Dodge Brothers employees, as a matter of fact, are capitalists in their own right. A recent survey showed that 4,422 out of 50,908 married employees, or 40.4 per cent, owned the homes in which they live. The same survey showed that 5,200 automobiles were owned by employees. Our workmen, married and single, have bank accounts, invest in securities, and in every sense are capitalists.

"Two of the most precious assets any business organization are the intangible things called loyalty and goodwill. Neither of them comes without being well earned. They remain only as long as trusts and confidences are kept. I contend, as the result of long and close observation, that it is the wisely selfish employer who provides the best working conditions for his men, thereby producing the most contented frame of mind for the employee. The work and the workmanship of a harmonious and satisfied army of factory men proves up in the ultimate test of sales."

GIFT BUICKS REPORT MADE

Flint, Mich., Jan. 27.—More Buicks were bought as Christmas gifts during the past season than ever before in history, reports from Buick dealer organization to C. W. Churchill, general sales manager, indicated this week. The practice of selecting motor cars for Christmas gifts is one which has gained considerable impetus in the last few years, a fact which Mr. Churchill attributes to the superior reliability and lasting satisfaction derived from such a gift. During the holiday season hundreds of Buicks were ordered for Christmas delivery, in which Buick dealers all over the country co-operated to the utmost.

"The increasing popularity of the motor car as a Christmas gift is an indication that important changes have taken place in automobiles," said Mr. Churchill. "Where prospective buyers formerly delayed their purchasing until Spring, so as to enjoy better performance or spare their new cars the injury which winter operation once spelled, they now show no such restraint. Motor cars have developed to a point where winter imposes no handicap at all, and it is almost unheard-of to lay them up for the cold season as was once universal by done."

Guy Vaughn, 11, learned to do turns and banks in an airplane on his first flight, under the instruction of Clarence Chamberlin, over-sea flyer, who held the dual controls.

Try An Eccentric Classified Ad.

CHEVROLET IN ITS 17TH YEAR

Having achieved world leadership in automobile manufacturing in 1927 with a yearly output near 2,000,000 units in excess of its program of a million cars, the Chevrolet Motor company has embarked in 1928 upon the most ambitious production and sales plans in its entire 16 years of existence, according to W. S. Knudsen, president and general manager.

Production for the year just ended totaled 1,001,834 units for a gain of more than 20 per cent over the 732,147 cars and trucks built in 1926 and 93 per cent over the 1925 production of 519,960 units.

The 1,000,000 car built in 1927 rolled off the assembly line at the Flint, Michigan plant, December 30, with C. F. Barth, vice-president in charge of manufacturing at the wheel. The history making model was a sedan. It was prepared for immediate shipment so that, with more than 22,000 other new models built in December, it might be available for prompt delivery to new car purchasers.

Throughout 1927 factories were "made good" production schedules, within month after month tentative schedules had to be increased to meet the demand for the 1927 models.

The year as a result was the most spectacular and most successful in Chevrolet's history.

Remarkable as were its 1927 achievements, however, the outlook for 1928, which is based on records for 1927, is based on country-wide prosperity which by every token should bring the automobile industry to its highest year in its ever known, Mr. Knudsen stated.

"Our own organization is prepared to handle its full share of this anticipated growth in business," he said. "All Chevrolet production operations are on a maximum capacity basis that we may meet the 1928 demand, and make immediate delivery on all models."

"During the latter part of 1927 we made extensive preparations for our 1928 program. Our sales organization has been enlarged and intensified through the creation of the new regional and zone sales offices, and by additions to the field personnel.

"Our service to the owner is on a new high level through the opening of new parts depots and warehouses to expedite delivery of new or replacement parts."

New Foundry "Production facilities also have been augmented by the recent purchase of a \$4,500,000 foundry at Saginaw and a new assembly plant which will get into production shortly at Atlanta, Ga., to supply the Southwest, and which will increase by 350 cars a day the volume of the other seven assembly plants now in operation in the United States.

"With these improved facilities, and with our bigger and better cars for 1928, which at substantial price reductions won such a warm public reception upon its initial showing on January 1, we feel assured of establishing new records this year, and of maintaining the steadfast public confidence in the new Chevrolet company which alone made possible our very gratifying showing in 1927."

Skill, we will not be able to judge, the new Ford completely until we see how one looks after a locomotive runs it the race for a crossing.

Park Your Car HERE! 25c and Hargreaves Cord Tires Quality Tubes

(Next to Evans-Legg Sales Firm, North side.)



They boost our stock clear to the skies. These folks for whom we vulcanized.

—remarks Mr. Dollar Bill. WELL, there is every reason why we should receive the benefits of our patrons' compliments. There is every reason why our shop should be kept busy. It is the natural reward that merit deserves. Go on talking about us Mr. Dollar Bill.

The Shop That Gives Your Dollar a Long Ride

SAUNDERS-ELDER BATTERIES & SERVICE TIES & SERVICE ACCESSORIES

119 S. Woodward Phone 301



The Dictator 4-Door Sedan \$1195 f.o.b. factory

STUDEBAKER'S new Dictator established itself as the champion of its class in a grueling 24-hour test run held at the Atlantic City Speedway on October 10-11, 1927. A stock Dictator, fully equipped, covered 1483 miles in 24 hours—total elapsed time—better than mile-a-minute apiece for 1440 consecutive minutes!

This remarkable record was established under the supervision of the American Automobile Association. No stock car selling under \$1400 has ever traveled so far so fast—convincing proof of The Dictator's sound design and inbuilt stamina.

Look to Studebaker for value! The Dictator's remarkable value is due to Studebaker's One-Plant manufacturing facilities which reduce profits of outside parts makers to a minimum. Savings thus made allow for extra quality and added refinements without corresponding increase in price. You must drive The Dictator to realize its super-value. In it the integrity of construction for which Studebaker has been famous for 76 years is combined with the most advanced engineering of 1928.

JEWELL MOTORS, Inc. Claude E. Mosher, Manager 203 Pierce Street Phone 1450

The Fastest Four in America HAS ALSO PROVED ITSELF THE Finest

875 4-Door Sedan, f. o. b. Detroit Full Factory Equipment

Six months on the highways of the world have established this car's right, beyond dispute, to the title "America's Fastest and Finest Four".

If rule-a-minute performance, lightning acceleration, custom beauty, and limousine comfort, were all it possessed, the story would not be half so impressive.

In Dodge Brothers Four these are simply the outward expression of exceptional inward fitness. No Dodge Brothers Four in thirteen years of quality building has been built so well.

Materials are selected with every advantage of Dodge Brothers vast purchasing resources, and fabricated with minute precision.

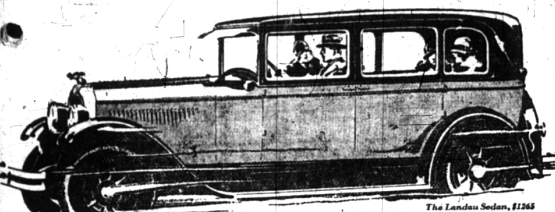
Every point that sustains excessive stress is fortified by the finest metals that the world's markets afford.

The performance, comfort and style you get in Dodge Brothers Four are not therefore the fleeting attributes of novices. They are deep-rooted in the car's structural quality—the surest guarantee of long and dependable service at low cost.

Now equipped with Steeldraulic 4-wheel brakes at no extra cost.

Tune in on WVV for Dodge Brothers Radio Program every Thursday night, 8 to 8:30 NBC Syd Network

EVANS-LEGG MOTOR CO. 119 South Woodward Ave. Phone 301 Birmingham, Mich. DODGE BROTHERS, INC. ALSO BUILDERS OF TWO LINES OF SIXES—THE VICTORY AND THE SENIOR



The Spirit of our Breathless Age expressed in a Motor Car

Step on the starter—let in the clutch—and you somehow know you're in a car that's different.

Different in its silence, its smoothness and its snap. Different in the change of pace that sends you darting out through traffic. Different in the atmosphere of swiftness which pervades its Fisher body.

Different, yes, and something more. Color, youthfulness and personality. Speed, drive and action. The spirit of our breathless age expressed in a motor car.

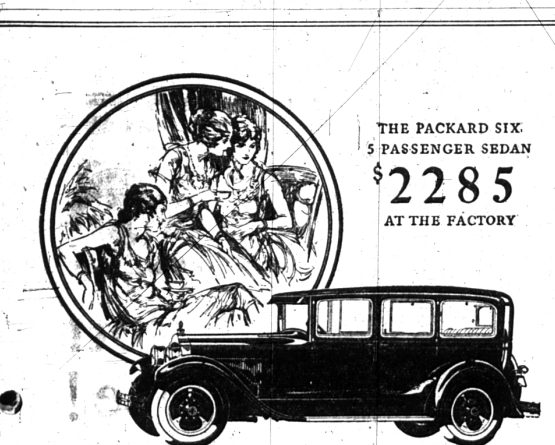
Expressed in All-American engineering—in a car of today for Americans of today—with everything that everybody wants!

The power, drive and stamina of a 212 cu. in. engine—the endurance of a longer, stancher chassis, oversize in vital parts—the luxury of notable new features of design.

Special Sport Equipment—Available on all body types... wire wheels with tires... special front fenders with tire walls... two special tire locks and locking rings... collapsible trunk rack... \$100 extra on open cars... \$110 on closed cars... \$30 wheels with same equipment \$75 on open cars... \$85 on closed models.

SHAW MOTOR SALES 700 S. WOODWARD AVE. PHONE 1160

OAKLAND ALL-AMERICAN SIX PRODUCT OF GENERAL MOTORS



Why not Own a Packard Six? - It's Real Economy

TODAY'S Packard Six is the lowest priced truly fine car ever offered to motorists. And because it is a truly fine car—distinguished in design, precision built and precision protected—it will provide a full measure of luxurious transportation long after lesser cars have been depreciated and traded in. Why not enjoy the comfort, beauty and distinction of the Packard Six? We will accept your present car at its highest market value as part payment for the Packard—and arrange convenient terms for the remainder due. A long-life car purchased on the payment plan represents a greater economy than a succession of short-life cars even though they be bought and sold for cash. When may you demonstrate the Packard Six to you—and see your present car for appraisal?

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