

Tracy and Cotton Celebrate Second Anniversary

MAY . . . A Record Month In Our History

APRIL SALES
49 New Cars
70 Used Cars

MAY SALES
64 New Cars
100 Used Cars

VILLAGE FIRM REPORTS GROWTH

Tremendous strides made by the firm of Tracy & Cotton, Inc., Birmingham Chevrolet dealers, reported today as the company celebrates its second anniversary in Birmingham.

Officials of the company consider it fitting that coincident with the celebration, all sales records were smashed during May when 64 new cars and 100 used cars were sold.

During the two years here business has grown to such an extent that it has required considerable more floor space and a new building has been acquired. The company is located at Woodward avenue and Ruffner street.

A large organization is headed by Paul Cotton and those in charge of the various departments are: Howard Rumpf, service manager; Charles Papp, sales manager; Thomas F. Colman, office manager.

Under the direction of these men, constant effort is being made toward the perfection mark in even the slightest details that go to make a successful business and to retain a satisfied clientele.

Continued prosperity here, is anticipated by Mr. Cotton who today is laying plans for an increase in business during the coming year.

"Birmingham must keep going ahead," he said. "There is every indication that business will constantly be on the increase."

A BIG DAY
Chevrolet production May 28 was 7074 finished cars and trucks—the highest single day's volume in the history of the company. The record resulted when the sales organization asked the production department to offer run-quois for the month.

RECORDS SHATTERED BY CHEVROLET IN PRODUCTION FOR MONTH

Detroit, Mich., June 13.—All previous production records in the sixteen year existence of the Chevrolet Motor company were shattered here in May when the company turned out 149,700 units.

The output for a single day also reached a new level on May 28 when 7074 finished cars and trucks rolled off the assembly line.

These figures, released here today by W. S. Knudsen, president and general manager, lent substance to a growing feeling in automotive circles that Chevrolet would not only equal its 1927 volume of a million cars well before the close of 1928, but that it also would duplicate its 1927 performance of building and selling more cars than any other manufacturer in the world.

Exceeds April
Production of Bigger and Better 1928 models to June 1 was 624,500 units, Mr. Knudsen stated. He pointed out that this figure includes production since the first of the year as well as 22,000 new cars built in December so that dealers in all parts of the country would have cars for immediate delivery when the new model was publicly announced on January 1.

Up to June 1 last year the company had built 513,000 new models; in 1926, 322,000 units, and in 1925 less than one-third the volume achieved during the corresponding period, this year, according to Mr. Knudsen.

The output for the month just ended was 25,000 units in excess of the 118,000 cars and trucks built in May 1927, which, until this year, had been the largest production month in the history of the company. In May, 1926, the turn out was 74,000 units, and in May of the previous year 52,000 units.

The record set up last May was bettered by 2,000 units during the past February. March in turn was 17,000 units ahead of February and April with a volume of

135,800 cars and trucks exceeded the March performance by 2,000 units.

In view of the high May volume, and the schedule for June, Mr. Knudsen stated that by the middle of the year the number of new cars built would be well beyond the three-quarter million mark.

All production operations of the company have been running at capacity since early in the year. Mr. Knudsen said. He explained that the high May volume was made possible because several of the domestic plants have been expanded, and because a new assembly plant recently opened at Atlanta, Ga., to relieve the other fourteen domestic manufacturing operations got in its first full month's production during May.

Plant Increases Output
Another new plant of similar size to the one at Atlanta, recently announced for Kansas City to supply the territory immediately North and West of that city, with a capacity of 300 cars a day, will make possible even greater volume achievements in the future, Mr. Knudsen asserted.

"Month by month our sales organization is making increasing heavy demands upon the production facilities of the company to provide cars for immediate delivery in the domestic market," Mr. Knudsen said. "More than 80 per cent of the May output was absorbed in the United States alone despite the fact that the number of units going into the export field was greater than ever before."

"We interpret this expansion in volume and sales to a growing public confidence in us and our product. This is our greatest asset, and to the public is due whatever credit may accrue from the new records now being established."

Mr. Knudsen stated that extraordinary achievements of his company (Continued on Page 8, Part 3)

Two Years Old

IT IS NOW two years since we first opened the doors of our Chevrolet agency at 520 North Woodward, having succeeded The Berger Sales. If we had high hopes of success at that time we have higher thanks now to offer. If our friends were few then, they are many now. We have much to be thankful for and we shall always endeavor to show our appreciation to the Birmingham Public.

A year ago we located in larger quarters at Ruffner and South Woodward because of the unusual growth which demands for the Chevrolet have made upon us. Again we wish to thank the Birmingham Public for requiring this larger sales and service quarters.

Our display room is open to your inspection. If you have heard about the beautiful new Chevrolet and have not seen it, we invite you to avail yourself of our cordiality. There will be no obligation attached to such a visit.

May Was Our Record Month!

New Cars Sold
64

Used Cars Sold
100

Come in today and see for yourself the remarkable beauty of the new Chevrolet. Drive it and get the thrill of its smooth, powerful performance.

TRACY & COTTON

INCORPORATED

Phone 850

Birmingham

Located at Woodward and Ruffner



This Car has been carefully checked as shown by ✓ marks below

Serial No. Stock No.

- ✓ Motor
- ✓ Radiator
- ✓ Rear Axle
- ✓ Transmission
- ✓ Starting
- ✓ Lighting
- ✓ Ignition
- ✓ Battery
- ✓ Tires
- ✓ Upholstery
- ✓ Top
- ✓ Fenders
- ✓ Finish

OK by

Look for the Red Tag!

USED CARS

with an OK that counts



for Economical Transportation

Special Values This Week

This week we are offering some exceptional bargains in reconditioned used cars.

Every car in this group has been gone over thoroughly by our expert mechanics, using special tools and equipment. All bear the famous red "OK" tag—which is your guarantee that all units have been inspected, worn parts replaced by new parts and that the car's condition is honestly represented. Thus you can be absolutely certain of the quality and value of any car you select.

Come in today. You are sure to find the car you have been looking for—properly reconditioned and properly priced.

QUALITY AT LOW COST

TRACY & COTTON, Inc.

Open Nights and Sundays - Woodward at Ruffner BIRMINGHAM, MICH.

Associate Dealer
Carlson & Dantzer
Berkley, Mich.