



The 900,000 Buicks in daily service prove Buick performance.

Buick leads in performance!

ARTHUR ROSE BUICK SALES PONTIAC

James E. Valentine, Salesman 117 WEST ST. BIRMINGHAM

When better automobiles are built, Buick will build them

No Job of Printing Too Large—None Too Small.

150 MILE AUTO RACE DETROIT FAIR GROUNDS

Greatest speed battle of the year—14 cars start qualifying trials Saturday, 3:00 P. M. Gates open Sunday, 9:00 A. M.

SUNDAY OCTOBER 12

NASH

Nash Leads the World in Motor Car Value

A National Tribute to Nash

7,800 Cars Oversold Despite Record-breaking Output

Drama in the motor car industry is unfolding before your eyes.

The group of new Nash models has touched spark to the torch of a nation's enthusiasm.

At a time when the industry as a whole is well below the peak of business—

—at a season of the year ordinarily not the best sales period.

—and though Nash production is at the highest level ever attained

—still the demand from every section of the country for these new Advanced Six and Special Six models has swept sales to a point so far beyond the best previous mark that unfilled orders total 7,800 cars.

Nothing that we might say or do could add the weight of a straw to this undeniable and irrefutable evidence that men and women everywhere do see

clearly in these new cars an excellence, a distinction, and a value that beggar precedent and own no parallel.

If this were not so would anyone prefer to wait for a Nash?

Yet in every community leading citizens are doing just that.

Happily, with increased output unreasonable delay is eliminated for those who act with promptitude in placing orders. And deliveries will be made on the rotation basis which is fair to all.

In honor of the record-breaking success of the new Nash models the week of October 5th to 12th is national Nash Oversold Week and we are staging a special exhibition composed of cars available to us for this purpose because of the fine courtesy of recent purchasers.

Your attendance is very cordially urged.

BELL BROS. GARAGE

122 EAST MAPLE AVE.

PHONE 709

Nash Is Oversold Production At Peak

Oversold 7,800 cars, although production is at the highest point and sales are running past the previous record, is the remarkable condition reported by the Nash Motors Co., Kenosha, Wis. In giving out this statement, E. H. McCarty, sales manager, says: "Nash now occupies an unprecedented business position on several counts. Fairly in any manufacturing line does an over-policy for the Oakland Motor 'sell condition exist coincident with record-breaking output. And even greater significance is vested in this overwhelming demand for new Nash models, due to the fact that it is taking place at the season of the year ordinarily not the most productive in point of sale."

"An analysis of the source of this rising tide of orders reveals another interesting sidelight. The demand is not spotty or confined largely to a few territories, but is spreading evenly from all over the United States."

"In concluding our arrangements for the record-breaking week, we are holding a national Nash Oversold Week from Oct. 5 to 12, and staging a special exhibition of the Advance Six series and Special Six series, we found that cars would be available to us for this display only through the courtesy of recent purchasers. This situation is rapidly being remedied by the increasing rate of factory production."

Studebaker Plans Larger Production

According to official reports from South Bend, the new Studebaker models announced Sept. 11 have made a hit. All the new models are closed models carry a plate stating that the "bodies are by Studebaker. This is the first year that the new \$10,000,000 closed body plants are producing all of Studebaker's closed bodies. New, and only have effected great savings in manufacturing costs but now, and modern equipment, it is claimed, has made possible which greatly improve the frame and panel work of the new bodies."

Approximately 12,000 people are on the payroll of the corporation at its South Bend plants, according to official sources. Not all of these, however, are employed in the offices. Production in the South Bend plants is running the peak of 3,000 cars daily at this time. The Detroit plants are also rearing their capacity of 200 cars a day and the employment peak of 12,000 men.

September production, Mr. Erskine related, will reach 10,000 cars, and October's schedule is 14,000, approximately the capacity of the company's combined plants. The Studebaker corporation's net profit after deduction of taxes in the current quarter, will exceed \$2,000,000, with sales of about 18,000 cars, it was made known by Mr. Erskine. Sales and profits in the fourth quarter would show much better results than the third quarter, he added, and might exceed any since

Clancy In Charge Of Oakland Production

George H. Hamm, president and general manager of the Oakland Motor Car company, announces the appointment of R. Clancy as vice president and assistant general manager, in direct charge of production. Mr. Clancy's assignment in any line with General Motors' expansion policy for the Oakland Motor 'sell condition exist coincident with record-breaking output. And even greater significance is vested in this overwhelming demand for new Nash models, due to the fact that it is taking place at the season of the year ordinarily not the most productive in point of sale."

Mr. Clancy is a seasoned executive and manufacturer. He comes to Oakland from another General Motors division, the Waukesha, Wis., of which organization he was president and general manager during the last five years. They have handled a number of important assignments for General Motors and for the previous five years was identified with executive positions with the Big Four interests.

Det. Fair Exhibits Of Buick Popular

More than a quarter of a million people inspected the new 1925 Buick models at the Buick exhibits held in connection with the county fairs of nine western counties, Indiana and Michigan under the jurisdiction of the Detroit branch, said James H. Dickson, manager of the Detroit branch, and, to us, who have for a great many years past attended an exhibit at county fairs, the most surprising observation was the tremendous strides which have been made in educating the farmer about values in automobiles.

"We honestly believe, from our contact at these fairs, that they are better posted on the fundamentals of value in an automobile than is the average city driver. It was a common thing to be asked about valve-in-head motor, multiple drive, overhead valves, wheel brakes, Disc, finish, ball bearing steering gear, cantilever springs, multiple drive clutch, forced-feed lubrication, torque tube drive, etc."

"In all probability, the big reason why Buick sales in country districts, since the introduction of the 1925 line, have been the best in the history of the company is due to the increased knowledge of values and the insistence that automobile manufacturers incorporate the latest improvements and refinements in their cars."

While, undoubtedly, farm institutes and a wider circulation of newspapers and national magazines have been large factors in the education of the farmer in an automobile sense, yet, it is our thought, said Mr. Dickson, that the display of a stripped chassis in operation and the exhibition of a variety of models by many manufacturers at these county fairs have been helpful in this educational campaign and to the manufacturer, who, in the expense incidental to such exhibits, is returned a worth-while dividend on his investment in increased business as has been so substantially proved in this district since the production of the 1925 models.

CHRYSLER CLAIMS DAY OF BIG ENGINES OVER

The day of the big displacement engine in motor cars is over in the opinion of Walter P. Chrysler, president and chairman of the board of directors of the Maxwell and Chrysler Motor Corporation. He said as much in an interview given out in New York yesterday.

The unmistakable trend in every kind of gasoline engine today is toward a small, light weight, high compression motor, capable of running well at low, intermediate or high speeds and extremely flexible, he pointed out.

For the 500-mile Indianapolis race in 1926, cars must be built with a cubic inch displacement of not more than 96 inches.

This is quite different from the type of engine used in the first 100-mile race in 1911," he said. "At that time, engines with displacements up to 600 cubic inches were allowed. The little 118 to 122-inch cars which competed in the race there last year, the winning car at Indianapolis in 1911, which was 600 cubic inches displacement, averaged 74.08 miles an hour. Last Memorial Day the winning car, with a displacement of 120.8 cubic inches—about one-fifth as large—averaged 98.24 miles an hour."

"Had the two winning cars of 1911 and 1924 raced on the same track that day, the 1911 120-inch model would have won the race before the larger one had completed 360 miles. It would have won two hours ahead of time the 1911 winner could have made the distance. As a matter of fact, the 1911 winner would have been close to the tenth car this year. It would have been nearly 100 miles behind it."

"What has been accomplished by racing cars of 1911 has been duplicated by the manufacturers of passenger automobiles. The passenger engine of more than 300 cubic inches displacement is virtually out of date today, save for exceptional instances. It carries too much weight for the performance of which it is capable."

Interior Of Ford Sedan Attractive

Change in the upholstery in the Ford sedan, which has been effected lately, has given the car a most attractive interior. This Ford type, which has been highly popular since its introduction into the Ford line, is now upholstered in a soft, durable cloth of blue-lace background relieved by a royal blue stripe. Head lining and floor rugs harmonize nicely in color and blue silk curtains on the three rear windows give an added tone of richness to the interior, equally effective in the daytime and under the soft glow of the dome light, at night. Appointments are complete, the Ford dash light, windshield wiper and

rear vision mirror now being part of the standard equipment of the Ford sedan. With the change in upholstery, the closed-car buyer is given a little more variety in the selection of a car for family use—the Ford with its blue interior or the always attractive Tudor, upholstered in dark brown. Upholstery in the Ford coupe also remains in brown cloth, affording the most practical and pleasing effect under the wide variety of uses for which this popular Ford coupe type is adapted.

A Want Ad Does Much.

Auto Garage

W. J. Thorntok - Proprietor General Auto Repair Work BROWNELL STREET TRY OUR FLASH BATTERY COMPOUND Guaranteed to keep your battery in running condition for one year.

Oakland pioneered and perfected the application of Duco body finish to motor cars a year before this enduring finish was accepted generally. This spirit of progress explains very largely why the Oakland Six is winning and holding the good will of all who buy it.

(Standard equipment includes low wheel brakes, disc steel wheels, balloon tires, permanent top, flush fenders, engine compartment windshield on closed tops, Duco finish, centralized controls, indirectly-lighted shift instrument panel, automatic spark control. Glass enclosure for open cars at small added cost. Roadster \$1195; Touring \$1195; Special Roadster \$1195; Special Touring \$1195; Landau Coupe \$1295; Coupe for Four \$1 95; Sedan \$1545; Landau Sedan \$1645. Prices at Factory

BLOOMFIELD OAKLAND SALES and SERVICE 119 N. WOODWARD PHONE 550 BIRMINGHAM

OAKLAND PRODUCT OF GENERAL MOTORS

DODGE BROTHERS SPECIAL TYPE-A SEDAN

A value that suggests itself on sight and proves itself in the course of years.

The chassis is so dependable and smooth in operation, that performance soon takes precedence, even over beauty, in the estimation of the owner.

\$285 f.o.b. Detroit—\$324 delivered

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