

AUTOMOBILES

Oakland Blazed the Trail For Many New Auto Improvements

While the basic reason for the early growth of the motor car industry was the need for personal transportation, the fact that the industry

has reached such gigantic proportions is due to its capacity for constant improvement of its product to meet the ever-changing needs of transportation. New ideas—of design or manufacture—quickly are taken up. The industry is not static. It is eagerly open to new suggestions. That is why any motor car five years old looks so antiquated. It is a swift-moving industry.

Thus it is that each year, on some make of motor car, appears a new feature or a series of new features that are soon taken up by the whole industry.

During the last year and a half Oakland Motor Car Co., one of the General Motors group, has introduced some of the most important new features of advanced design. Oakland was the first motor car manufacturer to introduce Duco finish as standard on all its models. This type of finish undoubtedly is one of the most important developments since the beginning of the industry, and scarcely a month passes but an announcement is made that some other motor car company is adopting it as standard on certain or all models.

Though automobile tops are scarcely ever put down, the majority of open car tops are still of the collapsible type. Oakland was the first to introduce a permanent top. The real value of the permanent top lies in its rigid construction and the snugness with which the curtains fit against the permanent metal strip on each side. This construction also enabled Oakland to introduce glass enclosures, an invention which has made closed car comfort available to thousands of open car buyers.

The centralizing of all controls on the steering wheel was likewise first introduced by Oakland. This feature adds comfort and safety to driving, as the hand never leaves the wheel, save when shifting gears.

Oakland has the first light six to offer as standard equipment the following features: Four wheel brakes; indirectly lighted unit instrument panel; interchangeable bronze-backed main bearings; perfected automatic spark control; honed cylinders; adjustable full pressure oil system and oil-tight universal joints.

AUTO PUZZLERS ARE ANSWERED

When the Eccentric last week published a list of questions relating to the names of various automobiles, it did not possess the actual answers to them, but rather depended upon a motor-wise list of readers to send in the proper answers.

However, the following replies to the questions have reached our office, some of which were from George E. Jones, of 125 South Woodward avenue, from Louis Lantz and family.

1. Name an automobile with the same name as a president of the United States. Name another one.—Lincoln, Cleveland.

2. What car would you name if someone threw something at you?—Dodge.
3. What would you do if angry?—Chrysler.
4. How would you cross a stream without a bridge?—Ford.
5. A famous battle of the Revolution.—Lexington.
6. What car denotes royalty?—King.
7. Which one is used for fuel?—Cole.
8. Which one for food?—Grammam.
9. Which is represented by two letters of the alphabet?—Elex.
10. The name of a watch.—Elgin.
11. Which car does a convict think of most?—Liberty.
12. A carmaker.—Saxon.
13. A discoverer of the lightning rod.—Franklin.
14. A river in the Holy Land.—Jordan.
15. Portion of a book.—Paige.
16. A bright and shining light. Another one.—Moon, Star.
17. A California city.—Oakland.
18. Loosely city of the plain.—Auburn.
19. The hardest car on the market.—Flint.
20. The car always the same color.—Gray, White.
21. A river in New York state.—Hudson.

New Models Added To Chrysler Line

Announcement of the addition of two new enclosed models to the Chrysler six line is made by John F. Evans, general sales manager of the John H. Thompson Co., Maxwell-Chrysler distributor. They are the five passenger crown imperial sedan and the coupe. Both cars, all this week, will be features of the show room display of the company and most of its dealers in Wayne, Oakland, Washenaw, Macomb and Monroe counties. Few other cities have yet received them. Addition of the two cars broadens the Chrysler line to eight models—five enclosed and three open cars.

"The highest grade body and coach work known to the automotive industry has gone into these two models," Evans said yesterday, in describing them. "Excellence of this coach work is attested by metal covered door jambs and edges, upholstery of rich brown genuine mohair plush, woodward in matched hued walnut inlaid with diamond design, hollywood and window moldings of finest quality walnut finish.

"Windshields are of the newest patented one-piece type, opening

vertically in velvet-lined channels for ventilation. Use of this windshield makes possible the easy control of ventilation by the downward deflection of air currents inside the cowl, and eliminates the cowl ventilator. An automatic windshield cleaner with dash control is another feature. Ventilation is controlled by a convenient regulator just above the shield.

Both cars are painted beige brown, with superstructure in black. Top and upper back are of bright lustrous grain. Ornamental irons, as on the brougham, adorn the side quarters.

The coupe is fashioned along the same general lines as the Chrysler

roadster, which has achieved such a wide popularity that supply has never equaled the demand. Its sweeping lines and compact design express in an enclosed car the same snap, charm and individuality as the roadster."

Eyes Bad? Try Camphor

For eye trouble there is nothing better than simple camphor, hyalitis, witchhazel, etc., as mixed in La-voyak eye wash. One small bottle helps any case sore, weak or strained eyes. Aluminum eye cup free.—WILSON DRUG CO.

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ARTHUR ROSE BUICK SALES PONTIAC

James E. Valentine, Salesman 117 WORTH ST. BIRMINGHAM

When better automobiles are built, Buick will build them

No matter how insistent the pressure of demand, Oakland will always take time to build each car right. This fixed principle is the basis upon which the Oakland Six is winning and holding good will everywhere.

Standard equipment includes four-wheel brakes, disc steel wheels, ballion tires, permanent top, Fisher Bodies, one-piece ventilating windshield on closed types, Duco finish, centralized controls, indirectly-lighted unit instrument panel, automatic spark control. C Glass enclosures for open cars at small added cost.

Roadster \$1095; Touring \$1095; Special Roadster \$1195; Special Touring \$1195; Landau Coupe \$1295; Coupe for Four \$1495; Sedan \$1545; Landau Sedan \$1645. Prices at Factory

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Touring \$295
Special Roadster \$325

Coupe \$325
Touring Sedan \$390
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You can buy any model by making a small down-payment and arranging easy terms for the balance. The Ford dealer in your neighborhood will gladly explain each plan in detail.

The Ford car delivers more useful, care-free, economical service per dollar invested than any other car. Its sturdy, rigid construction is striking evidence of enduring materials. Every minute operation is scientifically tested and accurately checked.

Control of natural resources and complete manufacture in large volume have made possible value that is the one standard by which every motor car must necessarily be judged.

The Ford car is the logical and necessary choice of the buyer who wants to get the utmost from every motoring dollar.



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