

Many New Ideas in Better Buicks



Standard Six, five passenger two-door sedan

Greater Power, More Protection to Working Parts Included—Prices Lower

BUICK again demonstrated the marvelous resources and abilities of the automotive industry when it introduced the present Better Buick. Embodied in this latest Buick offering are additional power and strength, the newest engineering achievements designed to give even longer motor car life, the maximum in comfort and safety, besides new beauty and refinements of design and finish representing the latest skill in body craftsmanship. And in face of these material and worth improvements lower prices are announced throughout the entire line of Standard and Master Sixes.

The announcement and the showing of the better Buick allowed the rumors that Buick would abandon the valve-in-head for another type engine which would permit of cheaper construction. The same principle that was inaugurated by Buick 21 years ago and which have made it

the leader in the industry have been achieved to throughout.

The mechanical improvements introduced would have been considered impossibilities only a year ago. They represent the work of Buick research and engineering staffs constantly striving for betterments.

The new prices likewise represent achievements of the engineering, production and business departments of the Buick organization and are in no small measure due to the phenomenal approval of Buicks by the public. This latter factor has resulted in continuously increasing sales with the attendant possibilities of economies in purchasing and production.

The complete line includes 15 models, six in the Standard Six and ten in the Master Six class. In all cases the distinctive Buick lines have been continued, with refinement such as the rounding of radiator fins and the addition of attractive moldings. All are finished in new and beautiful tones of durable Duco. Some of the models have Duco-tone three finish in distinctive combinations. All closed bodies are by Fisher and are upholstered in quality plush.

DuCo has always been noted for its clean chassis which prevents dirt or water entering any of the vital parts. Now it has added an air cleaner, oil filter and gasoline strainer. These, combined with the standard Buick construction, practically eliminate the possibility of any foreign substance entering the engine or moving parts of the chassis and, consequently, minimize wear and tear and add to the life of the car.

Design of these three new units has no moving parts, they require no adjustment. They require no power, and are thoroughly automatic and require only occasional cleaning to remove the dirt and grime gathered from the road.

The above illustration shows the front part of a Buick sedan, two-door sedan. The price of this model, \$1135, is representative of the increased values included in the entire line of Better Buicks.

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New Oakland Car Brings Greatest Orders in History

NEVER in the history of the Oakland Car Company has such a deluge of orders poured into the factory during the first week after the showing of a new car as occurred the week following July 25, when the new Oakland Six with Harmonic Balancer was introduced to the public for the first time. The substantial price reductions, ranging from \$70 to \$350, which were announced by Oakland, have caused a new sensation among automobile buyers, resulting in a prompt increase in retail sales.

As a result of the demand for the new cars from every section of the country, the Oakland factories at Pontiac, Michigan, are going at top speed to satisfy the requests of dealers who want their allotments doubled.

The daily production schedule was at a higher peak when the cars were announced this year than at the announcement of any previous Oakland cars. Production on the new cars was well under way early in July. More than 700 cars were driven away from the factory just the week before the announcement, for dealers in the mid-western states, the far distant dealers having already received cars.

In spite of this, three days after the new cars were announced, it was found necessary to increase the daily production schedule.

C. W. Matheson, vice-president and in-charge of sales, received countless telegrams from dealers telling of record sales during the first week of the new cars, ordering more cars.

At Chicago 294 retail orders were taken the first two days the cars were on display. In Detroit the first three days the models were on display, 26 cars were ordered in Miami, Fla. the first day. Even in the smaller cities, 20 or more orders were taken the first day. At Aberdeen, Washington, the first car load of cars was sold before they could be unloaded, and another order wired to the factory. Ten carloads of cars were shipped by express to Florida three days after the cars were announced.

"Oakland has never produced a car which has received such spontaneous welcome," states Mr. Matheson, "and probably the most gratifying feature was the large number of sales made before the cars were shown, proving that Oakland quality at the new low prices offers a value without parallel."

"The beauty of the new body lines and external features are apparent, yet most of the 100 improvements and refinements are the things that caught the eye of the motorist. The Harmonic Balancer, oil filter and air cleaner are mechanical features that caused much comment. We believe that the Harmonic Balancer will stand out as the great engineering development of the year, comparable to such automotive achievements as four wheel brakes and balloon tires."

STATE OF MICHIGAN—In the Circuit Court for the County of Oakland in Chancery, Add B. Ferguson, Plaintiff, versus Martha Baldwin, Emily M. Lee, Defendants.

It is satisfactorily appearing to the Court by the effect of Add B. Ferguson's Affidavit, that Martha Baldwin and Emily Lee are dead, and the names, residences and addresses of their legal representatives are ascertained and assigned to the Plaintiff.

On motion of Patterson & Patterson, Attorneys for Plaintiff,

IT IS ORDERED that the above named Defendants, or their unknown heirs, legatees and assigns, cause their appearance to be entered herein within thirty days from the date of this Order, and to answer to Plaintiff's Bill of Complaint, and to show cause why they should not be held liable for the payment of the said Plaintiff's Attorney, within twenty days after the date of this Order, and to show cause why they should not be held liable for the payment of the said Plaintiff's Attorney, within twenty days after the date of this Order, and to show cause why they should not be held liable for the payment of the said Plaintiff's Attorney, within twenty days after the date of this Order.

PREPARED BY PATTERSON & PATTERSON, Attorneys for Plaintiff, 1125 First National Bank Building, Pontiac, Michigan.

MOTOR TRIPS ABROAD Arch of Constantine in Rome ONE OF A SERIES OF TRAVEL TALKS

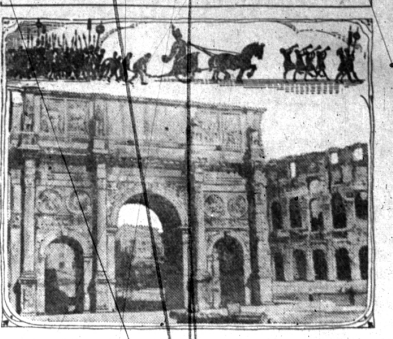


Photo Courtesy Chrysler Corporation

THE Arch of Constantine is the most elaborate of the ancient Roman arches. It was built in A. D. 311, after the victory over Maxentius. Its design, most of its reliefs and many of its architectural features are believed to have been copied from an earlier arch erected by Trajan as an entrance to his Forum. At the right is the Colosseum.

Dodge Bros. Co. Plans Eight New Buildings

The large new buildings are already under construction and others will begin immediately for Dodge Brothers, Inc., it is announced by F. J. Hayes, president and general manager.

The total floor area of the eight new buildings will exceed three-quarters of a million square feet and will afford employment for several thousand additional men. The cost of the expansion will be at approximately \$8,000,000.

When the present construction program is completed, on January 1, 1925, Dodge Brothers, Inc. will have a capacity of 1,500 cars a day. The present intention is to go into full production on this basis at the new facilities available.

Dodge Brothers construction department is erecting every building in the enormous factory and similarly will be responsible for every development of progress in the plant, estimated that fully 1,000 men will be employed the rest of the year in the expansion program.

A complete series of new buildings, as large in itself as many factories already under construction on Lynch road. One building, 75 by 500 feet, will house the heat treatment department; another, 75 by 100, the heavy hammer shop; another, 65 by 500, the light hammer shop; a die shop 100 by 100 feet will also be erected. To supply power for these enormous new units a large and thoroughly modern powerhouse will be built.

The largest of the additions to the main plant, will be a six-story extension of assembly-plant No. 2, 100 by 462 feet in dimensions. This addition alone will have a floor area of 282,000 square feet.

The new forge department on Lynch road replicates every building in the main factory and the buildings which formerly housed the machine tool department will be replaced by a huge five-story building, 205 by 100. This building will be for machining and storage purposes. What will be known as main plant No. 4, measuring 72 by 475, will join the machining and storage plant. It will also be five stories and will complete an enormous L shaped unit.

New Chrysler Value Higher Than Before

Chrysler officials comment in an interesting way on the new modeler Six, announcement of which more than a week ago, came as a great surprise to the motor car industry. At new lower prices, they assert, the quality is increased. A higher degree of engineering and manufacturing skill and even complete equipment are presented on the new Chrysler Six which is the result of most modern scientific production methods which have been developed within the organization.

The Chrysler Six of two years ago was built in a factory specially organized for its manufacture. Walter P. Chrysler, president of Chrysler Corporation, personally supervised the efficient and systematic arrangement of machinery of a type previously used for production. Since then the factory and engineering staffs, which never have relaxed their efforts to improve even to the high standard which they set in this industry, have effected remarkable economies in production. These have been passed on to the ultimate consumer and without lowering, but on the contrary, raising the standard of the car itself.

In addition to refinements and improvements in the motor, chassis and bodies special attention is directed to equipment, a feature in which Chrysler gives owners a combination seldom found even on the costliest motor cars.

Among the Chrysler Six features is to be found the Paratorator, which filters all dirt from the intake air as the motor runs. This is an important equipment detail in which Chrysler pioneered nearly two years ago, an example since generally followed. Another engine feature is in the air filter which removes all road dirt and dust from the air entering the engine, thus decreasing the possibility of carbon forming. Innumerable testimonials from owners who have driven their cars thousands of miles without the need of having carbon removed and valves ground is proof of the worth of this device.

Thermostatic control of water heat for motor operation, combined with a motor heat indicator on the dashboard and manual coolant feature.

Chrysler-locked hydraulic four-wheel brakes which provide utmost safety of control; Watson stabilizers, the most efficient and costly device of its type to absorb the shock of road irregularities; balloon tires, deco durable body finish in new attractive colorings; a Spartan "SOS" electric horn of the type recently gaining in popularity; a thief-proof transmission lock; automatic windshield wiper; and a headlight dimming control on the steering wheel are other features which are to be found on the Six at its new low price.

As a rule, lower prices mean a reduction in quality," states J. E. Fields, vice-president in charge of sales of the Chrysler Sales Corporation, "not in obvious and outstanding ways, but by the substitution of cheaper hidden parts or the use of extra equipment or its substitution by equipment of lesser worth."

It is not the Chrysler system, however. We have faithfully adhered to the ideal of improving our product and adding to the amount and quality of our equipment notwithstanding the reduction in prices. In following our plan to give Chrysler Six owners the greatest motor car value on the automobile market, Chrysler equipment we feel represents a combination of features that is of a quality and completeness rarely found on no other car."

Created for Power-Red Crown

The High-Grade Gasoline

Using Red Crown is the quick, easy way to get more power from your engine, and you get more mileage, too. For Red Crown was created to develop power. It is the product of science. It is made to deliver all the power your engine is capable of developing, under every road condition.

If you are taking too many hills on low; if you find your power subject to lapses; if you are constantly annoyed by a sluggish start—fill up with Red Crown and prove to yourself what thousands of other motorists are proving, that Red Crown power is abundant, free-flowing, dependable and flexible.

Fill up with Red Crown and get more power, additional mileage, more pep, snappier starting and easier hill climbing on high.

"Better Buick" Wins Approval Of Experts

By E. T. STRONG, General Sales Manager, Buick Motor Company.

In building the Better Buick introduced to the public August last, every effort was made to provide those improvements and conveniences that would make the Buick a more desirable car to own and naturally the Buick management invariably has been anxious to find out just how well they had accomplished their purpose. Everyone at the factory who had a part in developing the Better Buick felt that these new cars surpassed anything Buick had ever done before, and that there would be a tremendous demand for them.

Evidence that these new Buicks would be accepted by the motoring public is furnished by the number of orders placed with the factory by branch managers and distributors who recently visited the factory.

These branch managers and distributors are all experts in selling motor cars at retail. They are men who know every part of the country, from coast to coast, from Canada to the Gulf. Their estimate represents a close and conservative gauge of the national demand for a car of the quality and value which has been provided in the Better Buick.

After visiting the factory and going all over the new cars, these men went back home, analyzed their territories and sent us orders aggregating over 200,000 cars which they estimate will be required to fill the demands for the coming year. This estimate was placed by them with the knowledge that they were committing themselves to sell these cars, with the result that it is a fair and conservative estimate of the number of Buicks they will require for their respective territories.

We are confident that the recognition accorded the new Buicks and believes that when the orders received by them from the thousands of dealers in their territories, it will be found that their estimate, as large as it is, will be way under the number of Buicks that will have to be built during the coming year in order to supply the demand.

New Prices \$70 to \$350 Lower

To add quantity is one thing. To effect lower prices is another. But to do both in motor cars that were already unmatched in performance, appearance and value, is an achievement without parallel. This is just what Oakland has accomplished in its new cars. More than 100 improvements have been added, including new Bodies by Fisher, Air Cleaner, Oil Filter, Four-Wheel Brake refinements and The Harmonic Balancer.

—yet prices are 70 to 350 lower.

The Oakland Six was outstanding before. Now it ranks about and apart, literally compelling preference.

Touring Car	1205	(Old Price 1005)
Coach	1395	(Old Price 1215)
Landau Coupe	1125	(Old Price 1295)
Sedan	1495	(Old Price 1545)
Landau Sedan	1495	(Old Price 1645)

ALL PRICES AT FACTORY

General Address: Buick Equipment Sales, Specialists in the industry. Make them your usual call.

OAKLAND SIX

BLOOMFIELD AUTOMOBILE CO.
PHONE 550 113 BROWELL STREET
(Near East Maple Avenue) Birmingham, Mich.

PRODUCT OF GENERAL MOTORS

HUDSON COACH

\$1250

Freight and Tax Extra

Only Hudson Can Build It

Being the world's largest builders of 6-cylinder cars permits Hudson to give the greatest price advantage, with the finest quality in Hudson history.

World's Greatest Buy" because it is universally acknowledged that no car gives like quality, reliability, performance and fine appearance within hundreds of dollars of its price.

Everywhere it is called "the Hudson-Essex World's Largest Selling 6-Cylinder Cars"

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LOCAL DISTRIBUTORS
120 S. Woodward Ave. Phone 70

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O. R. Clements, Franklin

Standard Oil Company, Birmingham, Mich. (Indiana)