

### G. M. C. SHOW SUCCESS CALLS FOR ANOTHER

Innovation On Part Of Corporation Surpasses Expectation Of Officials.

Success of the first fall showing of motor cars held at the General Motors Building last week coupled with continuous interest shown by more than 17,000 of the country in the permanent exhibit established at Atlantic City, N. J., has led to a decision that the corporation will sanction such shows in other sections of the country under suitable arrangements can be made, according to officials.

This marks a new departure on the part of G. M. C., as heretofore the five car divisions have made show arrangements independently of each other.

The interest of the Detroit public was amply demonstrated last week. Particularly during the evenings, when the throngs jam the auditorium on the fourth floor of the building where the main display was held.

For seven days the whole General Motors Building observed open house. There was not only the play of cars in the auditorium but a special showing of Cadillac cars in the ball room on the ground floor, the Buick cars on the fourth floor and a special exhibit of General Motors products on the ground floor.

The display consisted of every model automobile made by the various divisions of the General Motors corporation as well as trucks. The combined retail value of passenger cars and commercial vehicles totaled \$381,492. This total value brings the average price per car to \$2,312. The prices really range from below \$500 to a custom built passenger car of supreme luxury, which sells for \$6,500.

The de luxe feature of the exhibit was the music furnished by George Olsen and his Zenon Pennino musicians, obtained through the courtesy of the E. M. Stabler, president of the Hotel Stablers, Inc.

Photographer: Mounted or otherwise? Ian Well, I'll take it mounted, but I don't know what my wife will say. She's never seen me on a horse. —Abel's Photographic Weekly.

As a sporting proposition, we suggest that Europe send us the channel in lieu of her war debts. —Shoe and Leather Reporter.

Teacher: Use the word coral in a sentence. Pupils: Me and Johnny had a coral and Johnny hit me. —American Speech.

Ruth Hennessy of Davenport, Ia., aged 8, walked 60 miles to visit her aunt.

### 1927 Buick Breaks All Sales Records

The 1927 Buick in its first two months on the market has broken all sales records of former Buick models for the same period. Since August 1st when the new Buick was introduced 57,100 have been delivered to owners.

According to E. T. Strong, Buick General Sales Manager, this delivery mark breaks that of any previous model for similar periods by more than 17,000 cars. The 1926 Buick held the former high record with 40,067 deliveries during its first 60 days on the market. The 1926 Buick held the pace established during these first two months and finished the year ending July 31, 1926 with a grand twelve months total of 240,424 deliveries. On the basis of 1926 and 1927 figures, August and September this year, Strong predicts that the 1927 Buick will prove itself an even more sensational sales success.

### Auto Club Prepares Membership Drive

The Oakland County Automobile club is planning a membership campaign which is to be started this week, according to Manager W. G. Browning.

The club now has a membership of 2,500 and is growing steadily, but wishes to increase the rate of its growth. It has a field of approximately 25,000 motorists in the county, of which the campaign will be carried.

### RUBBER SILENCED CHASSIS DEVELOPED IN OAKLAND TO ELIMINATE RUMBLE

New engineering applications of rubber to the automobile chassis to reduce vibration and eliminate body rattle are four in the rubber-silenced chassis recently developed in the Greater Oakland Six.

Not only does the new Oakland chassis operate on oakland tires, but the engine rides on rubber-insulated supports and drives through a rubber-silenced drive shaft. The rubber-silenced chassis is claimed to be unmatched in its ability to absorb vibration and to ground out noises and jars which constituted the most stubborn problem in chassis engineering since the beginning of the automobile industry, states B. H. Anibal, vice-president in charge of Oakland engineering, the designer of the rubber-silenced chassis and a leading authority on automotive engineering, on the other hand, the rubber-silenced chassis is being marketed by the General Motors Engineers.

"In approaching new limits of quietness we are merely anticipating a public demand for the utmost comfort in automobile for the utmost driving. The results achieved in the Greater Oakland Six chassis were brought about by isolating the three major vibrations which affect motor car comfort. This was done by applying a series of engineering features, each separate and distinct, yet with the common purpose of insulating the body assembly from vibration," Mr. Anibal explained.

### Weak, Nervous, No Appetite

"I was in a weak, rundown condition and could not sleep. I had no appetite and no ambition. Then I took Vinol—now it's all different. I enjoy working and I don't get nervous." —B. Lane, Malvern, O.

A weakened nervous condition makes work a double burden. Let Vinol give you the strength and vitality of abundant health. A quarter century's use has proved the value of this Cod Liver and Iron tonic without oil. You will love its pleasant taste.

**Vinol COD LIVER & IRON**  
Wilson Drug Co.

### Read what Mitchell has to say this month about the Bond Business

I help serve a triple function to and for the Investor, and here are the three Aids that go to help National Prosperity:

1. I supply you all with sound Securities at a fair rate of interest.
2. Our Sales supply ample Capital for sound building operations, at a fair rate of interest.
3. By added Deposits and the Prosperity of our glorious U. S. A.—our Nation, it has promoted HIGH WAGES AND CONSTANT EMPLOYMENT FOR MECHANICS.

### George H. Mitchell Bond Salesman

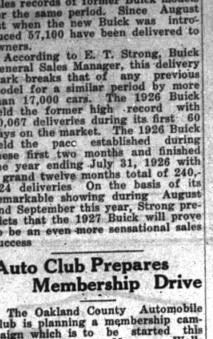
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### Trying Out New Anti-Aircraft Gun



The latest anti-aircraft gun is being given a test at Aberdeen, Md., by Hansford McIndler, assistant secretary of war (with headgear), and General Frank T. Hines, chief of staff.

### CHEVROLET MOTOR CO. BUILDS 81,158 AUTOS DURING SEPTEMBER

The Chevrolet Motor company, largest manufacturer of three-speed cars, shattered two of its marks during September when it established a new monthly record of 81,158 passenger cars and trucks and attained a production total of 533,281 units for the first nine months of 1926, eclipsing the half-million production of the entire 12 months of 1925, Chevrolet's greatest year.

Neither of these figures has ever been approached by any builder of cars with three-speed selective transmissions.

The September production averaged 8,351 units daily for the 28 working days of the month. This also is a new record. The 81,158 total for September followed several recent months of record-breaking production. April, May and June with respective productions of 71,157, 74,617 and 77,241 each established successive production records. July production was restricted somewhat to permit the tooling and other changes necessary to effect several further improvements in the Chevrolet models. August production then snapped up to 76,551 units, only 690 fewer cars than were built in June which stood as Chevrolet's high record until out-distanced by September.

### PLEASANT AVENUE STORM SEWER

602—Moved by Commissioner Inad that the following public work resolution be adopted:

Whereas October 11, 1926 was heretofore fixed by this Commission as the time for opening bids for the proposed construction of a storm sewer on Pleasant Avenue from Lincoln to Maple Avenue in the Village of Birmingham;

### Alpine Climber (who is hanging desperately to the cliff over which he has fallen) to guide: "If you have a moment to spare, drop me a line."

A Frenchman has invented a machine that plants cabbage seedlings, which consists of a moving arm that places each plant in a hole and another attachment that covers it with earth.

A new type of roadbed has been designed for railway viaducts in which the rails are embedded in thick concrete, and by estimation will save \$420 a mile in fuel each year.

It is said that the King of Yendi, in West Africa, is the father of 150 children, but only 80 are living.

### STATE OF MICHIGAN, COUNTY OF OAKLAND

Still pending before George B. Hattick, Circuit Court Commissioner for Oakland County, between New Colony Home Company, a Michigan Corp. plaintiff and William H. Oertel and Mary E. Oertel, his wife, defendant.

Summons having been issued in said cause and having been returned answered, and it appearing by affidavit on file that the defendant's address is unknown.

It is ordered, that said defendant appear at the court room of the undersigned, at my office in the City of Royal Oak, Oakland County, Michigan, at nine o'clock a. m., Eastern Standard Time, on the second day of November, 1926, to defend the complaint filed in this cause, or judgment will be entered by default; and that this order be served or published as required by the order of the undersigned in certain parts hereof.

This writ is brought to terminate the liability of the defendant in certain parts hereof.

Lot Numbered 800 of Colony Homes Sub-division No. 1 of the East half of the west

### STATE OF MICHIGAN, COUNTY OF OAKLAND

Whereas notice of the meeting has been given in the manner required by law to each person owning property liable for special assessment within a special assessment district established for such purpose, and the Commission duly met on this 11th day of October, A. D. 1926, at 8 o'clock P. M., for the purpose aforesaid, and due hearing has been given to all persons making suggestions and objections to the proposed improvement, therefore:

Be it resolved that a storm sewer be constructed beneath the surface of Pleasant Avenue from Lincoln Avenue to Maple Avenue in the Village of Birmingham, and more particularly described as follows: Beginning at a manhole at the intersection of Maple Avenue and Pleasant Avenue and extending south to a manhole at the intersection of Lincoln and Pleasant Avenue; and

Be it further resolved that all lots and parcels of land fronting and abutting on each side of Pleasant Avenue within the district heretofore described be constituted Special Assessment District No. 95, upon which shall be levied and assessed according to benefits, the sum of \$7526.00 being 2/3 the cost of the sewer, according to an estimate heretofore prepared by the Village Manager and now on file with the Village Clerk; and

Be it further resolved that the Village of Birmingham shall pay from the General Funds the amount of \$1838.00 being 1/3 of the cost of the improvement, and that the premises provided on all taxable lands and interests constituting Special Assessment District No. 95 for the sum of \$7526.00 be appropriated, and imposed the same to this Commission with all due haste.

Witness my hand and the Seal of the Village of Birmingham, this 11th day of October, 1926.

STATE OF MICHIGAN, COUNTY OF OAKLAND—ss: I, George B. Hattick, Circuit Court Commissioner for Oakland County, do hereby certify that the foregoing is a true and correct copy of the proceedings of the Commission as aforesaid, and that the same have been duly recorded in the office of the Village of Birmingham, Michigan, this 11th day of October, 1926.

### Money to Loan \$25 to \$300

On Furniture, Pianos, Victrolas, Etc. and the security remains in your possession. We allow you to twenty months for repayment on an easy monthly payment plan. You pay interest at the LEGAL rate only for the actual number of days you use the money. Can pay full at any time.

Loans made for any worthy purpose, to buy coal, pay taxes, a down payment on a home, repair house, pay past due bills, pay balances on Pianos, Furniture, Etc. in fact we are to the average man just what the commercial bank is to the business man or firm.

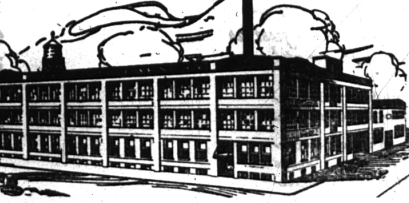
If you are in need of financial assistance, call and investigate our plan which is quick, confidential and at all times courteous.

**LINCOLN LOAN CO.**  
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Over Michigan State Bank  
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Performance proved beyond all doubt!

Out on the curves and straightaways of the General Motors Proving Grounds—over rough and rutted roads, through blistering heat and bitter cold, through rain and slush and mud and snow, Chevrolet performance is proved before it is enjoyed by owners!

Here testers drive, night and day, until the speedometers register 20-30-40,000 miles and more! Here during the long, steady grind—every mile of which is driven under observation—materials and designs are constantly analyzed and checked; performance, wear and repairs are tabulated! Here the collective genius and experience of Chevrolet and General Motors engineers is utilized to assure buyers an investment of utmost soundness and satisfaction when they purchase a Chevrolet!

See us now! Arrange to drive the smoothest Chevrolet in Chevrolet history.

Small down payment and convenient terms. Ask about our 6% Purchase Certificate Plan.

Touring Roadster	\$510
Coupe	\$645
Four Door Sedan	\$735
Limousine	\$765
4-Ton Truck Chassis Only	\$375
1-Ton Truck Chassis Only	\$495

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Because of this difficulty, more and more thousands are turning to Dodge Brothers product for insurance against disappointment.

The years have proved, and each year proves anew, that Dodge Brothers are as deeply concerned with the UNSEEN goodness of their motor car as with the seen.

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Touring Car	\$ 825
Coupe	925
Sport Roadster	975
Sedan	975
DeLuxe Sedan	1125

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### DODGE BROTHERS MOTOR CARS