

Of INTEREST TO MOTORISTS

AUTO CONCERNS IN ASSOCIATION

**Village Dealers Will Elect
Officers At Meeting
Today**

A luncheon meeting is being held today by the Birmingham Automobile Dealers Association, recently organized to elect officers.

Shaw auto sales, who has been acting as temporary president, stated the purpose is to create a feeling of confidence among the dealers and that it is to work on a cooperative basis.

All dealers in the village have moved their willingness to join, he said, and an organization committee consisting of Norman Bell, J. W. Hester and R. E. Evans was appointed.

A meeting was held last Friday afternoon, which W. D. Elder, chairman of the Detroit association, told them the value of the group.

RAMSEY & SHAW ADD NEW LINE

**Village Dealers Will Carry
Complete Stock Of
Oldsmobiles**

Announcement is made today by Ramsey & Shaw of the new line of Oldsmobile automobiles in their new building at 110 Broadway street that they are carrying a complete line of Oldsmobile automobiles in connection with their line of Hupmobiles.

The formal opening of the new building Saturday was more a success than was expected by firm members, according to Mr. Shaw. This is indication that Birmingham is quickly coming into its own as a fertile field for the auto enthusiast, Mr. Shaw believes.

The company will be equipped to give service on the Oldsmobile as well as on the Hupmobiles, he said. This will eliminate the necessity for Oldsmobile owners to take their cars to Detroit and Pontiac for service, he pointed out.

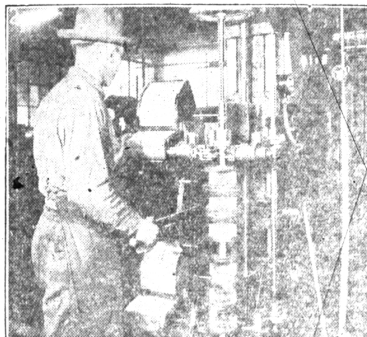
Chevrolet Head Sees Prosperity

Los Angeles, April 26.—Marked evidence of further prosperity that seems to be in store for the country generally throughout the current year was pointed out by R. H. Grant, vice president and general sales manager of the Chevrolet Motor company, who has just concluded a series of 21 nationwide sales meetings.

During the course of the meetings, which consumed three months, Mr. Grant addressed more than 15,000 people and enjoyed an excellent opportunity to survey trade conditions at first hand. "Business conditions over the United States, as we saw them in the first three months of the year, forecasted fairly last December," Mr. Grant declared. "Trade activity and confidence in the early months have demonstrated the accuracy of the opinion that the year should be an excellent one for American business."

22 Issues of The Eccentric, \$1.50

Light Beams for Precision



Unique "light beam test" used on Greater Oakland Six's transmission assures pinpoint precision limits.

Instruments, once confined to the laboratory of a scientist, are now found in every day working tools in one of the four automobile factories, a exciting have become their measurement and requirements in their endeavor to ship vibration and complete life of wearing parts.

One among the many new scientific devices now being used in the Chevrolet plant is a light beam instrument which is used to measure the vibration of the transmission and to adjust it to the correct balance.

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CITES DOMINANCE OF NEW "EIGHTS"

Hup President Declares, "Eighties"

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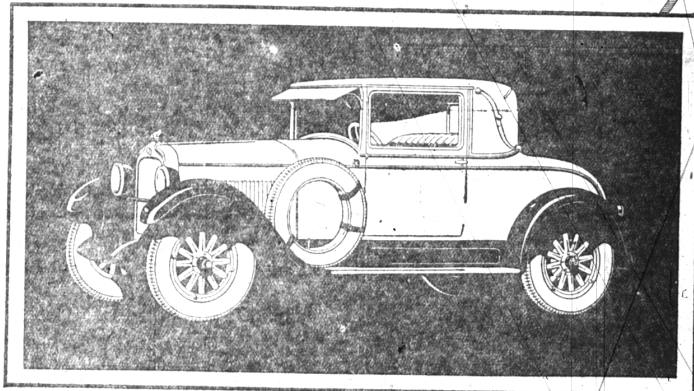
Take Our Tip On Batteries

It's the quality battery that wins. There's where you'll find the economy, long life, and most miles and months of uninterrupted service. And Willards are quality batteries through and through. Ask to see the Willard Threaded Rubber Battery—the most economical battery you can buy.

Birmingham Battery Service
125 E. Maple Phone 902

**The Willard
Battery men**

Features that only General Motors Could Provide at the Price



The surpassing value of the New and Finer Pontiac Six is the direct result of those General Motors resources and abilities available to the Oakland Motor Car Company.

That great General Motors institution, the Fisher Body Corporation, created new and roomier bodies of surpassing beauty—and is building them as only Fisher can.

The economies of General Motors' vast purchasing power made possible such exceptional new features as tilting-beam headlights with foot control, heavy crown fenders, new headlamps and a deeper radiator.

Only on the General Motors Proving Ground could such stamina, speed and comfort be developed in a six so low in price—

COUPE
\$775

qualities resulting from such features as a 46lb. crankshaft, full pressure oiling, semi-steel pistons and interchangeable bronze-backed bearings of the costliest type.

Yet despite all these extraordinary examples of extraordinary quality in design and construction—the New and Finer Pontiac Six is offered at new low prices!

Come in! See and drive this history-making car—an achievement whose importance is only surpassed by the never-to-be-forgotten introduction of the original Pontiac Six!

NEW LOW PRICES

Sedan • • • • • \$275 Sport Cabriolet (4-pass.) • \$315 Coupe • • • • • 275 De Luxe Sedan • • • • • 275 Sport Roadster (4-pass.) • 315 De Luxe Land Delivery • 275 Landau Sedan • 295 De Luxe Screen Delivery • 275 Oakland Six, 1927 • \$795. Dealer to Finance. All prices at factory. Easy to pay on the General Motors Time Payment Plan.

Shaw Motor Sales
118 E. MAPLE AVE. PHONE 1160 BIRMINGHAM

**The New and Finer
PONTIAC SIX**

IT PAYS

We are frequently asked if it pays to spend so much time in conditioning and inspecting our used cars before they are offered for sale. The answer is that a great many of our used car purchasers come back when they want new cars. Doesn't that pay?

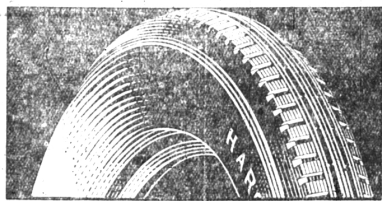
EVANS-LEGG MOTOR CO.
119 South Woodward Ave. Phone 301
Birmingham, Mich.

**A USED CAR IS ONLY AS DEPENDABLE
AS THE DEALER WHO SELLS IT**

Only 3c a Day

Yes, sir, only 1/3 of a cigar per day will make you a member of the **OAKLAND COUNTY AUTO CLUB!** Emergency Road Service—ANYWHERE. Touring Information, Logs and Maps. Change of Tires for the Wife. Old Line, Dependable Auto Insurance. "LET US EXPLAIN IT TO YOU!"

MCCORMICK & SHUART
Life • Fire • Auto Insurance
105 S. WOODWARD AVE., BIRMINGHAM
Phone 1130

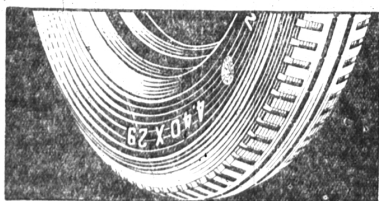


SELL us the unused and doubtful mileage in your present tires for a cash allowance on new Hargreaves Balanced Balloons. You cannot know what it means to have "trouble-proof" tires until you are actually riding on Hargreaves balloons.

HARGREAVES EXTRA PLY BALANCED BALLOONS

BIRMINGHAM STORE
(Evans-Legg Motor Co.)
119 So. Woodward John E. Elder, Mgr.
Phone 301

**Expert Repair Service on all Makes
of Tires**



DISTANCE FAILS TO HINDER SALE

What is believed to be the first retail automobile sale ever made by international telephone was closed recently by the Fisher Body company when K. E. Fisher, salesman, sold a car to a prospect in London by telephone from Saginaw.

The purchase of the car is R. Morley of 11, St. James' Street, Whitehall, London, a man who was in England on a business trip at the time. However, an interesting sidebar, heard that the head of the Morley concern was to talk from London to the directors of his company at a certain hour, and he made arrangements to be on hand.

Chrysler Is Used In Police Work

Motorists who have a weakness for speeding would do well to consult recent records of fast motor car acquisition by the forces of law and order before indulging in their propensity for law violation. Advice received within recent weeks by the Chrysler Sales corporation indicate a special tendency to buy the speedy cars of that company for highway patrol work and results suggest a degree of effectiveness on their part that should serve as a warning to would-be defiers of speed limits.

Rhode Island's state police force has now eight Chrysler "60" and "70" cars, in addition to its motorcycles. Its first Chrysler "70" has a record of 50,000 miles and is still in regular service. Its unflinching reliability led to the purchase of the rest of the Rhode Island Chrysler fleet.

On the other side of the continent, the California state police have now increased their Chrysler total to 20. California officers not buy these cars but each officer is given an allowance, and purchases whatever type he thinks best suited in his needs. These men know motor cars from bumper to bumper, and the fact that more than half the force have chosen Chrysler is evidence of their confidence in Chrysler ability. According to one report which recently reached the company from