


Of Interest to Motorists



A 36-13

Value-

is the secret of

Buick Success

Because of the number of Buicks that people buy, you get value in a Buick that simply cannot be equalled at the Buick price. Buick puts the savings of volume—the earnings of leadership—right back into Buick quality. That's why Buick gives the satisfaction it does—why there are more than a million enthusiastic Buick owners.

Williams Buick Sales

602 S. Woodward—Phone 1200

Open DAY and NIGHT
INCLUDING SUNDAY

CAR WASHING
and POLISHING

REPAIRING
and GENUINE
BUICK PARTS

The Finest Eight Performance without Penalty of High Cost



UNTIL the coming of the Hupmobile Eight, this most luxurious form of motoring entailed both high first cost and prohibitive cost of upkeep.

Hupmobile changed all previous conceptions of eight-cylinder performance with a straight-eight of elemental simplicity, designed to give superior smoothness on long fuel mileage.

Thus Hupmobile removed the last obstacles which had prevented thousands from driving an eight, demonstrated its superiority over the higher-priced sixes, and won the largest straight-eight following in the world.

The only way to appreciate the vast difference between Hupmobile Eight and lesser types is to drive this Eight yourself.

Fourteen Distinguished Body Types—priced from \$1945 to \$3795 f. o. b. Detroit, plus revenue. Custom Bodies designed and built by Distich.

THE DISTINGUISHED

HUPMOBILE EIGHT

RAMSEY & SHAW, Inc.

113 Brownell Street

PHONE 550 BIRMINGHAM

WORK TO BEGIN ON SALES ROOM

Oakland-Pontiac Sales & Service Will Have New Home Here

Ground was to be broken late this week for the new home of the Oakland-Pontiac Sales and Service building at Woodward avenue and Langdon street. Perry A. Shaw is at the head of the agency here.

The building, which is planned to be complete in every detail, will cost approximately \$20,000. Mr. Shaw has it leased for three years and holds an option on the buying of the building at the expiration of the lease.

The building is expected to be completed in one and one-half months, Mr. Shaw said. The sales room will be 28x30 feet while the service department will be 50x100 feet. Four salesmen will be employed and several men to work in the service department.

RECORDS BROKEN BY BUICK COMPANY

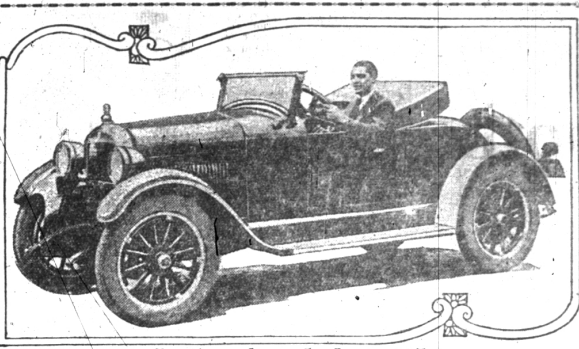
Report Shows 20,000 More Cars Than Before For This Time Of Year.

With production of 1927 models well past the 200,000 mark on April 1, the Buick Motor company is over 20,000 cars ahead of its best previous output record for this time of the year. According to C. B. Durham, vice president and assistant general manager, this new record was made possible by the partial completion of a \$7,000,000 expansion program which was launched over a year ago, and which materially increased the facilities of the plant.

Among the features of the program is the new, efficient unified assembly system which takes care of any normal output of Buick cars, which was planned and built by Durham and his corps of plant engineers. This assembly system is capable of receiving and assembling 225 tons of materials an hour, most of which are delivered to the line by a system of conveyors. The new crankshaft division, in which Buick crankshafts are finished and balanced, has also been completed.

Miss Edna Keller, a school teacher of Bucyrus, O., must pay \$130 as damages for whipping Thomas Reighard, 14-year-old pupil, to whom she administered 30 sound lashes.

Essex Announces Speedy New Sport Car



THE ESSEX SUPER-SIX SPEEDABOUT

Something new in motor cars is announced by the Hudson Motor Car Co., in the introduction of the Essex Super-Six speedabout, a two-passenger car of the roadster type which Hudson heralds as "the speedabout of the future."

To assist in high speed performance, the car is trimmed in color, sweeping and rakish lines. The known football stars have ordered rear deck streamlined like a cat's especially trimmed.

The speedabout is a car designed essentially for speed. Its regulation colors of the car, six manufactured in a bright and attractive green. Special color combinations are being asked for, however, and in a number of college communities students are ordering speedabouts done out in the variety of colors.

One of the first most interested, in the speedabout, was Bennie Osterbauer, the University of Michigan all-American football star and captain. Osterbauer is praised in his practice of passing of the American market.

Increased production schedule for the Oakland Motor Car company following an influx of orders on hand greater than at any previous time in the history of the company will bring the April production of cars up to 22,000—which will exceed the previous month's production schedule by 5,000 cars. The tremendous number of orders on hand are for delivery within the next 30 days.

"Our previous high production month was last August," stated W. R. Tracy, vice president in charge of sales, "when we produced 17,000 cars. The production schedule of both March and April this year were boosted because of the deluge of orders from dealers greatly in excess of our original production schedule."

"The production for March was increased from 14,000 to 16,000 which in itself was close to the previous high production mark. The starting of production in our mammoth new factories on the Pontiac Six cars toward the end of last month enabled us to increase our production schedule to be somewhere in line with our dealers' demands."

Production in March of last year was 11,386 cars, nearly 5,000 fewer cars than were produced this March. During April of last year 12,619 cars were produced, so that the present month's schedule of 22,000 means an increase of nearly 10,000 cars over the same month last year. As both January and February of this year saw increased production over the same months of last year, the Oakland company expects to beat every month of last year.

Oakland Co. Announces Increased Schedules In Production

PROMISES MORE MILES ON TIRES

"Tire manufacturers can give the public a new measure of miles in balloon tires, if they forget their idea of tire building gained from the old high pressure tire," says H. S. Evans, of the Evans Tire Shop, local Goodrich Dealer.

"By the adoption of new principles of design in the Goodrich Silvertown Balloon, we find that it is surpassing the mileage records of the finest Silvertowns of high pressure design."

"The first step in building balloon tires, is to recognize that low pressure is almost exactly opposite to high pressure. That is, the tire which was inflated to 30 to 40 pounds pressure, were so hard that they rode on comparatively narrow strip of tread, in the center of the tire. But the balloon tire flattens out—and instead of putting the load on the center of the tread, it puts the weight on what tire men call the 'shoulders' or two outer sides of the tread."

TRUCKING OF ALL KINDS

Ashes Collected
Tin Cans Removed

Norman L. Shovan
316 Lincoln Ave.
BIRMINGHAM
Phone 1480-W

Horton Malone of New York, who sold pencils and begged during the day, was sent to jail when it was found that he drew a \$5,000 check and went to parties in evening clothes at night.

Mathias Sedinger of Philadelphia, who died at the age of 99, willed his \$300,000 estate to Miss Rena Kubach, a domestic who had served him for 30 years, and left nothing to his relatives.


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

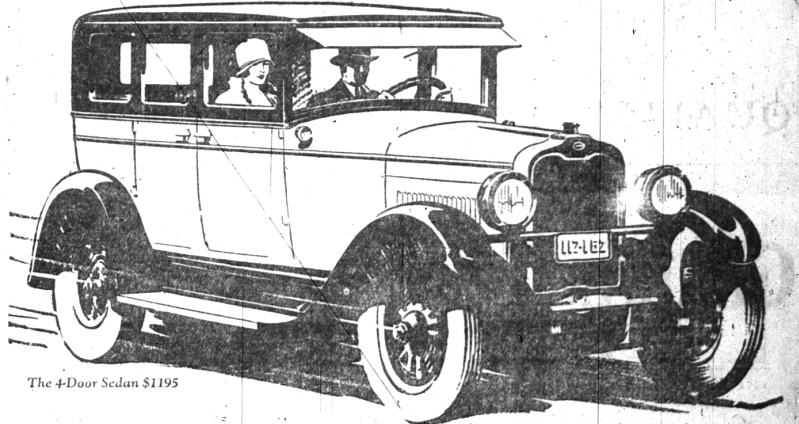


Tomorrow May Be Too Late

Thos. H. Cobb

Insurance Agency

in First State Savings Bank Bldg.
BIRMINGHAM PHONES 948-949



The 4-Door Sedan \$1195

"... all the advantages of Oakland's super-precision construction, plus the rich beauty of New Colors in Duco"

In this great era of industrial precision, Oakland manufacturing processes stand out as a marvel of the day and age. Not in the entire history of the automobile has any car of its price embodied so many super-precision processes—so many practices previously used only in the manufacture of the costliest cars.

Piston pin bushings diamond-bored to limits of three ten-thousandths of an inch! Piston, ring and rod assemblies balanced to fifteen one-thousandths of a pound! Main bearing seats aligned to two and one-half thousandths of an inch! A 100% hardness test on axle shafts.

And the list could be extended almost indefinitely—for Oakland is going to unheard-of lengths to make certain that the

Greater Oakland Six continues to be the finest built car of its price in the world.

Merely on the basis of such scientific accuracy, the Greater Oakland Six would constitute the outstanding value in its field. Yet today's Oakland Six is winning an entirely new measure of popularity, offering all the advantages of Oakland super-precision construction, plus the rich beauty of new colors in Duco.

These original color combinations were developed in cooperation with Dupont, the world's leading automotive color authorities. They lend refreshing smartness to every Oakland body. They introduce into their price field a new note of modishness and luxury—one that you will instantly mark the moment you see the car.

\$1095

SEDAN

Oakland Six, \$1025 to \$1295. The New and Finer Pontiac Six—at New Low Prices—\$775 to \$975. Bodies by Fisher. 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 Greater

OAKLAND SIX

PRODUCT OF GENERAL MOTORS ~ ~ WINNING AND HOLDING GOOD WILL