

MOTOR NEWS

From Road & Showroom

Chevrolet Produces Huge Number of Cars

Chevrolet production for July 1927 totaled 58,000 units, an increase of 25.5 percent over the total volume for the first seven months of this year to date. Chevrolet's output for 1927, in which year Chevrolet established an all-time production record for the manufacture of an increase of 67 percent over last year's output, according to the July 1927 report.

Production for the month just ended totaled 58,000 units, an increase of 25.5 percent. This percentage of gain over the corresponding month of last year was greater in July than in any other month so far into 1927. The most recent month, June, showed an increase of 67 percent over the corresponding month of last year.

AMERICAN SIX IS POPULAR

Oakland Officials Declare New Car is Well Received

PONTIAC, Mich., Aug. 16.—The new Oakland All-American Six is duplicating the phenomenal success which the Pontiac Six achieved upon its introduction in January 1926, according to factory officials.

This is the essence of hundreds of telegrams received by the Oakland Motor Car company from its dealers throughout the country. "Edging over every other premier selling car," "Need all we can get," and "Swamped with orders," are typical messages. One dealer noted that he sold six of the new Oakland on examination only, without even starting the engine. Six from Maine to California were crowded on the announcement day, by visitors who saw the new car attracted. The beautiful new Dakota colors, the new and lower body lines, and the solid engine with its many engineering advances, shared the spotlight and aroused enthusiastic comment.

"The Oakland Motor Car company is gratified but not surprised at the reception of the All-American Six," W. R. Tracy, vice president in charge of sales, stated. "We have devoted much attention to the building of a six-cylinder motor car which would fully meet the most exacting demands of the American people," said Mr. Tracy. "No factor contributing to appear more or to perform well, slighted in the interests of any other item."

"The car is new only to the public; it has undergone hundreds of thousands of miles of tests at the General Motors proving grounds, test more severe than the public ever can give it. We know that no motor car in the world offers the same quality of workmanship, or the same thoroughgoing value, at or near the Oakland Six price."

Try an Eccentric Classified Ad

Oldsmobile Awakens Broadway



In a recent race of old-time automobiles held in New York City four Oldsmobiles won four of the five races. One of the winners is shown above.

Oldsmobiles woke up the other day, rubbed his eyes and pinched it self to make sure it had not been transported back to 1909 in one of H. G. Wells' "time machines." There, through the heart of the "flying fortress," roared 10-cylinder engines, reminiscent of the days when horses and hairpins were in their prime.

The 10-cylinder edition of one of the leading tabloids, that afternoon brought a return of the "old" Oldsmobile, the most automobiles of the Metropolitan district had been challenged to "start their stuff" and that they were traveling home.

WALTER P. CHRYSLER'S TRAFFIC TALKS

TRAFFIC CONFERENCE MAKES RECOMMENDATIONS

One of the recommendations of the various speakers at the recent city traffic conference held in Chicago under the auspices of the National Automobile Chamber of Commerce are of interest because the opinions of the speakers are the results of thorough survey and years of study. Included among the suggestions are these:

That big cities permit parking in congested districts only where the stored cars will not seriously hinder street movements. Establishment of a simple and uniform traffic code for cities and their suburbs, and the placing of the simplified code in the hands of every vehicular operator. Constant campaigning for the removing and widening of streets and the "unimprovement" of by-paths and high speed roads, and the planning now in all cities for twice the present traffic volume.

Support and encouragement in all communities of city planning organizations to formulate and building plans and force them to completion.

Classification of all streets and segregation of their traffic. When streets and terminal roads by old back entrances if widening is not possible otherwise.

Development of the principle of beneficent assessment and excess condemnation.

Speed up transit to the maximum by the use of all transport agencies and simplify the routing of street cars, buses and other public vehicles.

Organize day storage garaging in small units at 20 cents a day or \$10 a month.

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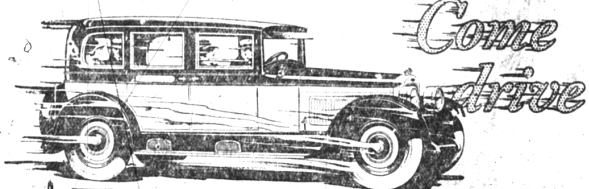
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NASH

Leads the World in Motor Car Value

3 New Series—New Lower Prices



The Finest, Fastest cars in all Nash history

Greater SPEED than ever before is a keynote characteristic of the new Nash models.

They are finer, FASTER cars than any Nash has ever developed.

Nash has worked wonders in turning the phenomenal possibilities of the 7-bearing motor into realities.

Just drive one of these new Nash models. Their lightning-like pickup, their amazing speed and their unequalled smoothness will give you a distinct new motoring thrill.

And they're the EASIEST riding cars you ever traveled in.

Each model is equipped with the new Nash secret process alloy steel springs.

These new springs are individually engineered to each model—tailored scientifically to the weight and size of the car.

Even the Standard Six Series—priced down to the 4-cylinder field—have these remarkable springs.

There are 21 new Nash models for you to inspect. They offer new beauties in body design and rich new color harmonies in finish.

Come in and see them at once. At the new lower prices Nash has established they offer motor car quality and value without a parallel.

Before you buy any car—DRIVE one of the new Nash models.

BELL BROS.

NASH SALES AND SERVICE

Phone 709 (6037)

A NEW CAR whose Reliability, Power and Style Mark it All-American

No need wasting a lot of words. No need taking a lot of time. Just your eyes alone will tell you it's the All-American Six—

—with all the qualities that most Americans want most in a motor car.

Reliability? Look at the longer, heavier frame—the big new engine, transmission and clutch—the over-dimensions in every unit—the longer wheelbase (117") and larger tires—all the result of pitiless development testing on General Motors' great American proving ground!

Study the new engineering features that spell security and long life—new vacuum-type crankcase ventilation—oil, air, and gasoline filters—bridge truss crankcase construction—gasoline pump instead of vacuum tank.

Power? Get behind the wheel! Thrill to the pull of the biggest engine used in a six of Oakland's price.

An engine whose might no hill can tax—whose smoothness and steadiness are the result of a 78½ lb. counter-balanced crankshaft with Harmonic Balancer, a new type of combustion chamber developed by General Motors' research staff, and Oakland's famous rubber-silencing principle.

Style? Instinctively your eyes will look for that famous emblem "Body by Fisher"—for

PRODUCT OF GENERAL MOTORS

Here are new heights of beauty and fashion—in the best American tradition.

Longer, lower, more rakish lines. Richer and more alluring Duco colors. Sweeping crown fenders—and luxury features by the score.

Luxury features that include new upholstery and deeper cushions—new hardware of exclusive pattern—a new silver-plated instrument panel—and other items once undreamed-of in any car so low in price.

Oakland has set the nation talking by building the new All-American Six—and offering it at new low prices! See this history-making car today!

NEW LOW PRICES*

2-DOOR SEDAN

\$1045

Landau Coupe \$1045 4-Door Sedan \$1145
Sport Roadster \$1075 Cabriolet \$1145

Landau Sedan \$1265

*All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the Liberal General Motors Time Payment Plan.

SHAW MOTOR SALES

700 S. WOODWARD AVE.

Phone 1160

BIRMINGHAM

OAKLAND ALL-AMERICAN SIX

CARS THAT RUN

A car on the road is worth two in the shop—if it's running on the road. The safest way to get to the running kind of Used Car, is to buy where that's the only kind they sell.

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.

The Brand Is Your Insurance



THERE is an overproduction of crude oil. This has encouraged the opening of numerous small refineries. Many of these are operated by men unskilled in this work. The consequence is that in gasolines there is a wide variance in quality and performance.

Red Crown Ethyl is a new gasoline built upon an old, established brand. Red Crown Gasoline is the peer of any motor fuel made from pure petroleum. By adding Ethyl anti-knock compound to this splendid fuel, Red Crown Ethyl is produced.

Red Crown Ethyl does away with that annoying knock—the engine delivers a steady, smooth, flexible flow of power—it gives the car a snappy start, a quick pickup, and enables it to attain any speed the machine is capable of developing.

It has made the high-compression engine possible—and it makes your engine perform better.

Take no chances with your car—fuel it with Red Crown Ethyl. The brand is your protection.

Remember carbon in your cylinders decreases the space in the firing chamber, and of course increases the compression. But to hold this compression, thus enabling the carbon to work for you, be sure that your valves are clean and are seated properly—then Red Crown Ethyl will sing you a song that will delight.

Standard Oil Company (Indiana)

BIRMINGHAM, MICHIGAN

To the Women of Your Family

We're good housekeepers, too. We know how to use a broom, mop and dust cloth. And we keep them busy making this the kind of battery station that women like to patronize. You'll like the way we keep house—and the way we give Willard 5-Point Service.

Birmingham Battery Service

125 E. Maple

Phone 902

The Willard Battery men