

Of INTEREST TO MOTORISTS

DEALERS LIKE HUPMOBILE

The tremendous success of the new Hupmobile 1928 Six, of which more than 3000 were sold during the first four days the car was displayed, also resulted in the appointment of 226 new dealers during the first month following its premiere, and applications for the franchise from more than 5000 others, it is announced by R. S. Cole, Hupmobile general sales manager.

"Interest in Hupmobile is greater than at any previous time," he said. "Sales are progressing at a record-breaking level. Dealers are being signed up at the rate of approximately ten a day, with dealer applications three times that figure."

Mr. Cole reports the company is operating at capacity production. Its November shipments broke all records for any single month in the company's entire history. More than 2000 unlisted orders were carried over into December.

Sales of the New 1928 Six to the public during the last five days of October and month of November were estimated by Mr. Cole

BEAUTY, NEW MODELS FEATURE OF FORTHCOMING AUTO SHOW

If brand new models may be considered as headliners at the automobile shows, then the forthcoming exhibition which opens at the Grand Central Palace on January 7, promises to be the most interesting in years. About 15 new models will make their debut on this occasion.

The display which opens at Detroit on January 21 will have virtually the same exhibit as that in New York, with the addition of Ford, who, not being a member of the National Automobile Chamber of Commerce, is not permitted to display at the Gotham exhibit.

From a preliminary examination of the new cars it is not likely that there will be revealed any very radical innovations.

More Refinement

The leading point of interest which will be noticed at the shows is in excess of 8000 cars.

Dealer applications are being carefully scrutinized. Franchisees are being given only to those who can bring the highest grade sales and service facilities to the public, it is pointed out, and who can assist in elevating the dealer organization to a new high business level.

DRIVING TESTS ARE SEVERE

The severe tests imposed by the Hawaiian police before granting a driving permit are too frequently constitute the only "test" responsible for the infrequency of automobile accidents among the island motorists.

Instead of answering a few pertinent questions which too frequently constitute the only "test" in many cities of the United States, the Hawaiian motorist gains a permit only after an adventurous drive under the critical observation of a police examiner.

In writing her gratitude to the Oakland Motor Car Company for prompt shipment of a Pontiac Six Coupe, Miss Nelson said:

"Before receiving my driving permit I was subjected to a strenuous test by the Hawaiian police here and anyone caught driving without a permit is given a \$50 fine."

"I was taken up a VERY steep hill, and when I was nearly at the top, the officer suddenly ordered me to stop. I did so and succeeded in starting again and completed the trip up the hill without killing my engine. (I had practiced the day before.)"

"After a few more orders, he told me to drive back to the police station and park parallel, subjected to an eye test. I passed this final test and was given the license which cost \$20.00."

"Although they are exceedingly strict, I believe it is a splendid thing because, despite the character of much of the country here, automobile accidents are exceedingly rare. I think your United States police might well take a leaf from the Hawaiian traffic code book and prevent many traffic accidents by making it impossible for unfit drivers to menace the lives and property of others."

BUICK FAVORED IN 2-FAMILY CAR

Auto Sales Manager Reports Increasing Sales For One Of Five Models

Flint, Mich., Dec. 14.—The seven Buick models comprising the Series 115 group which was introduced into the Buick line less than four years ago, is finding particularly ready acceptance among the fast-growing ranks of two-car owners, C. W. Churchill, general sales manager of the Buick Motor Company, announced this week. Mr. Churchill was discussing the American family's increasing recognition of its need for more than one automobile.

Dealers' reports, Mr. Churchill said, indicate that a surprising proportion of the Series 115 models sold during Buick's record-breaking past three months were bought by owners who already possessed one or more of the

Series 120 or Series 128 models. Buick's retail sales for the period between June 30 and Oct. 1 totaled \$2,256, of which approximately half were cars of Series 115.

Credit for the immediate success of the Series 115 Buicks is given by dealers to the one-quality policy governing construction of the entire Buick line. Though designed to the requirements of the driver who prefers a somewhat lighter car than the 120-inch and 128-inch wheelbase Buicks, the seven models on the 114 1/2-inch wheelbase are identical with the others in quality of material, in workmanship and in engineering details.

"This fact," said Mr. Churchill, "has made" the Series 115 cars popular among owners who have long derived satisfaction from the larger Buicks. It is only natural that when need for a second car arises, they turn again to Buick. Besides assuring themselves of reliable transportation, they secure added convenience in operation and servicing, through use of two more cars of the same make."

Full Speed Ahead for your light car

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for Watson Stabilators

New Watson Stabilators, Type AA, Designed expressly for short wheelbase cars—first device of its kind—burns up the bumps. Available for installation on the following cars:

Chevrolet	Chrysler
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Essex	Nash
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Let us put a set of Type AA Watson Stabilators on your car. Then pick the roughest roads you know. Drive over them at any speed. You will marvel at the relaxed riding qualities you're sure to find, no matter how light the car is or how short the wheelbase. You will hardly be able to believe it is the same car.

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URGES GASOLINE TAX

A gasoline tax of 2 cents a gallon and a flat automobile registration fee of \$5 are recommended for operators of motor vehicles in Massachusetts. It is also suggested that an additional cent go to cities and towns. The 2 cent tax, together with the \$5 registration fee, would give the state about the same revenue it receives under the existing system.

Daniel McAlpine of Kittanning, Pa., told his mail.

Four-wheel brakes will be found on all models at the show with, perhaps, one exception.

In many cases engine power has been increased, but in a number of cars the increase has been utilized, not so much to provide greater hill climbing ability, but rather to give a slower and smoother running engine and a higher maximum car speed, secured by using a smaller rear axle gear ratio.

The improvement in power has been attained in various ways—by better intake manifold and valve action, by increasing the engine size and by raising the compression. In some instances all three methods have been utilized.

The marked trend toward higher compression is an important technical development of the year.

Throughout the chassis and body there have been detail changes to render the car silent, vibrationless and durable.

NEW LAW PUTS BAN ON ADVERTISING SPEED

A warning is being broadcast to advertising men in Detroit regarding a new law in the state of Washington banning advertising of speeds exceeding 40 miles per hour anywhere in the state.

The new law goes into effect Jan. 1. It subjects the advertiser as the person who attained the speed.

The warning states that the law is drastic and that all advertising copy going into this state should be scanned carefully to prevent any possible trouble for the dealer whose name is signed to it.

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INSURE TODAY

There's a way to make this Christmas a long-remembered day for your family— Surprise them on Christmas morning with a wonderful new Buick for 1928.

Nothing you could choose would meet with a more enthusiastic reception.

Nothing could more fully express the spirit of the season.

Give your family luxurious comfort and brilliant motor car performance. Give them the rosy cheeks that come from joyful outings. Give them many additional hours of pleasure for months and years to come. Come in today and learn how easy it is to pay for a Buick on the liberal G. M. A. C. time payment plan. Make this Christmas last for thousands of miles. Give a Buick for 1928.

SEDANS *1195 to *1995 • COUPES *1195 to *1850 • SPORT MODELS *1195 to *1525
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