

# News Of The Auto World

## STUDEBAKER MAKE PRICE REDUCTIONS ON 75TH BIRTHDAY

South Bend, Feb. 16.—Sweeping price reductions ranging up to \$200 were announced today by the Studebaker Corporation in celebration of its seventy-fifth birthday. The new prices, which go into effect immediately, reflect the aggressive spirit of the Corporation and the confidence with which it looks forward to what, in the opinion of its president, A. R. Erskine, will be the greatest year in its history.

The success of the recently introduced Custom Cars, and the re-

markable economies effected by Studebaker's unique facilities for One-Price manufacture make possible reductions that bring Studebaker cars to a new level of value. The new prices represent savings appropriately passed on to the public on the occasion of the Corporation's Diamond Jubilee anniversary.

The price reductions affect the Sport Roadster, the Custom Victoria, the Custom Sedan, and four models mounted on the Big Six chassis — The Chancellor, The Commander, The Sheriff, and the Big Six Sport Roadster.

The new prices bring the Custom Sedan from \$1385 to \$1335, the Custom Victoria from \$1335 to \$1325, and the Sport Roadster from \$1250 to \$1195.

The largest price reduction was made on the Commander, Studebaker's Big Six Brougham, which was reduced from \$1785 to \$1585 — a cut of \$200. The Chancellor — the Big Six Custom Victoria — was reduced from \$1735 to \$1545. The Sheriff (Big Six Phaeton) was reduced from \$1610 to \$1445, and the Big Six Sport Roadster from \$1680 to \$1495.

Reductions were made without changes in equipment, all the models being equipped with bumpers front and rear, disc wheels and four wheel brakes, in addition to the unusually complete list of fittings that characterize Studebaker Custom Cars.

## ESSEX 6 MAKES NEW 24 HOUR RECORD

53.8 Mile Rate is Maintained in California For One Full Day.

An average speed of 53.8 miles an hour for 24 continuous hours was hung up by one of the new Essex Super-Sixes, according to official word received here by Chas. Boughner, Hudson-Essex dealer.

The test, according to Mr. Boughner, was completed by Walter M. Murphy, the Los Angeles distributor, and was officially observed and scored by Los Angeles newspapermen and by the Essex team. After the Essex had dashed off its 1291 miles on the track, it completed a trip up Mt. Wilson and return, and was placed for display in the distributor's Los Angeles showroom.

"When this test was undertaken," said Mr. Boughner, "the program was simply to equal the 50-mile-per-hour average which has been promised by the Hudson organization for the Essex Super-Six. To be safe, this speed was somewhat exceeded early in the 24-hour run, so that even when fog and a damp track handicapped the latter part of the run, the average was substantially better than had been planned.

"Such a test takes more out of a car than 10 times the mileage under usual driving conditions, and the Essex Super-Six, which was experienced in either part of the test. The top speed made on the track was around 63 miles an hour."

of the garage service department very much yet.

Of course, some new things have been added, like the doors, but it is the same old wagon that has taken me over plowed fields and corn stubble faithfully for 13 years."

## HUPP 8 SPEEDS TO WIN CONTEST

Traveling 474 a thousand miles at an average speed of 55 miles per hour, a Hupp Eight set what is believed to be a new stock car record for high speed driving over a long distance.

The car, driven by Antonio Gaudino, Argentine racer, won first place in a road race from Buenos Aires via Rosario to Cordoba and return. This race, always of considerable importance, attracted unusual interest this year because of the large number of entries—28 in all.

At the finish of the race the winning car was enthusiastic over the performance his car gave throughout the race. He was especially pleased with its smoothness and absence of vibration at high speeds which enabled him to take full advantage of the open stretches. Also, its perfect balance and efficient spring suspension made it possible to maintain good speed on curves and even on the many hazardous turns.

## Motorists Forget To Return Gas Cans, Garage Man Says

Are motorists, as a class, more dishonest than the rest of the so-called human race?

The question was raised by a garage man, who is inclined to believe such is the case. Much as he wanted to say so, he said, expert has convinced him that only two persons in five, when put on their honor, will return a borrowed gasoline can when their car goes "down in the next block."

The only safe way, he has found, is to keep a deposit of collateral, usually a dollar, until the can is brought back.

"One time," he said, "a man came in here in a big hurry and wanted two gallons of gas. He was broke, he said, and would need that much to get home. He asked me if I'd hold his hat for security until next morning. I felt sorry for him and told him I would. Did he come back? He did not! I've had that hat so long now that it's out of style and even the ragman wouldn't have it as a gift."

"It's a peculiar thing about the man who runs out of gas—his car is always right up in the next block and he always wants two gallons—not one or three or five—but just a couple. Other times I've let those birds have gas without any security at all and that's the sad time I ever seen 'em, in most cases. Once in a while one of 'em fools me by giving back, but the odds are three to two against it."

## NOTICE OF MORTGAGE FORECLOSURE SALE

Default has been made in the terms and conditions of a certain mortgage by Grace Blinsky, formerly Grace Royster of the City of Detroit, Wayne County, Michigan, to Pauline E. Wiese of Highland Park, Michigan, which said mortgage was dated the twenty-third day of August, A. D. 1926, and was recorded in the office of the Register of Deeds for Oakland County in Liber 428, Page 157-6 Oakland County Records on August 25, 1926. Whereby the power of sale in said mortgage contained has become operative.

There is by reason of said default due on said mortgage principal and interest the sum of \$200.00 and no part thereof, now therefore by said mortgagee and the statute in such regard have been given that on Monday, the Twentieth day of March, A. D. 1927, at eleven o'clock in the forenoon of said day, the undersigned will, at the front door of the Court House in the City of Pontiac, Michigan, sell at public auction the premises described in said mortgage or so much thereof as may be necessary to realize the amount due as aforesaid on said mortgage together with seven per cent interest, insurance premium and provided for in said mortgage, including attorney fees, the following described premises situated in the Township of Royal Oak, Michigan, and described as follows: Lot numbered fifty-four (54) Somerset subdivision of part of East of 11th W. 1/2 of Section 31, T. 12 N. R. 11 E. Township of Royal Oak, Oakland County, Michigan, according to plat thereof as recorded March 8, 1926, in Liber 112, page 113 Oakland County Records on February 17, 1926, whereof the sum of \$200.00 and no part thereof is due on said mort-

## 3 NEW ZONES BY CHEVROLET

Reflecting increased sales activity under the 1927 sales program, the Chevrolet Motor Company has just announced the opening of three new zone sales offices located at Columbia, S. C., Salt Lake City, Utah; and Richmond, Va., making a total of 37 zone sales offices now operating.

Possibilities of increased sales of Chevrolet automobiles in the territory embraced in the new zones are such that it was vitally necessary to create new zone headquarters, with adequately increased staffs, to handle the business, according to C. E. Dawson, assistant general sales manager of the Chevrolet Motor company.

The new zone offices will supervise more closely the activities of field forces and Chevrolet dealers. The opening of the new offices in line with the Chevrolet Motor company's policy of concentrating where past sales indicate a rapidly growing market.

There is by reason of said default now due and unpaid at the date of this notice upon said mortgage principal and interest the sum of \$204.58 and no part thereof, now therefore by said mortgagee and the statute in such regard have been given that on Monday, the Twentieth day of March, A. D. 1927, at eleven o'clock in the forenoon of said day, Eastern Standard Time, the undersigned will, at the front door of the Court House in the City of Pontiac, Michigan, sell at public auction the premises described in said mortgage or so much thereof as may be necessary to realize the amount due as aforesaid on said mortgage together with seven per cent interest, insurance premium and all legal costs allowed by law and provided for in said mortgage, including attorney fees, the following described premises situated in the Village of Peninsula, County of Oakland and State of Michigan, and described as follows: The West Forty-five (45) feet of the North Half of Section 16, Township 12 North, Range 12 East, Township of Highland Park, Michigan, according to plat thereof as recorded December 16, 1926, in Liber 428, Page 157-6 Oakland County Records on August 25, 1926.

# 20,000,000 Automobiles

There are 20 million automobiles owned in this country, and only one-third of these are covered with an insurance policy—yet three out of five that are insured have an accident. Are you one of the two-thirds or will you collect for your losses?

## INSURE WITH THE WOLVERINE



All Kinds of Insurance

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132 SOUTH WOODWARD TELPHONE 965



# because the Oakland Six is built to a degree of precision previously unknown in cars of its price

You need not make any extended comparisons to understand why the Greater Oakland Six is so emphatically preferred by those who demand of their cars not only satisfying beauty and performance but also unusually long life and reliability.

**\$1095**

clusive Rubber-Silenced Chassis and the Harmonic Balancer.

But by working to limits that once typified the hand-built car, by following such extraordinary practices as diamond boring all piston pin bushings and balancing all rotating parts from transmission to rear axle—Oakland achieves a resistance to wear, tear and road shock that actually borders on the unbelievable!

The answer lies in the fundamental principle of Oakland construction—because the Oakland Six is built to a degree of precision previously unknown in cars of its price!

True, Oakland provides unexampled beauty and style by the use of superior Fisher bodies; and an extraordinary agility, smoothness and silence by employing such advanced engineering features as the ex-

Oakland Six, \$1025 to \$1295. Bodies by Fisher. All prices at factory. Easy to pay on the General Motors Time Payment Plan.

## SHAW MOTOR SALES

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## The Greater

# OAKLAND SIX

PRODUCT OF GENERAL MOTORS WINNING AND HOLDING GOOD WILL

Winter Hauling Ashes and Cans Hauled THOMAS L. FOSTER 102 W. Ruffner Phone 662-R

## Ramsey Motor Sales

HUPMOBILE DEALERS Automobile Repairing Special Flat Rate Prices OAKLAND - PONTIAC - BUICK CALL 550 R. E. Ramsey, Prop. 113 BROWNELL ST.

## 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



# An Entirely New Conception of "Quality at Low Cost"



The Most Beautiful Chevrolet in Chevrolet History!

Reduced Prices!

The COACH \$595

The Touring or Roadster \$525

The Coupe \$625

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Sport Cabriolet \$715

The Landau \$745

1-Ton Truck \$495

1/2-Ton Truck \$395 (Closed Only)

Balloon Tires Now Standard On All Models

All prices f. o. b. Flint, Mich.

Because it carries the lowest prices ever placed on a truly fine automobile, the Most Beautiful Chevrolet brings into existence an entirely new conception of "Quality at Low Cost."

Never before at Chevrolet's amazingly reduced prices has any manufacturer provided so many fine car features, so many marks of distinction and so many mechanical improvements. These are typified by new bodies by Fisher finished in Duco colors, full-crown, one-piece fenders, bullet-type lamps, AC oil filter, AC air cleaner, improved transmission, larger radiator and many others.

You need only to see these supremely beautiful cars to realize why all America is proclaiming them as the greatest sensation of America's greatest industry! You need only to compare them with the finest market affords to see that they represent the biggest dollar-for-dollar value ever offered! Come in today and get a demonstration!

## Tracy & Cotton, Inc.

Open Nights and Sundays 505 N. Woodward Birmingham, Mich.

# QUALITY AT LOW COST