

# News Of The Auto World

## Cadillac Announces 50 Kinds Of Auto Body Combinations

Entering upon its twenty-fifth anniversary in the quality of its production program larger than at any previous time in its history, the Cadillac Motor Car company recently marked the opening of its silver anniversary year by announcing a new line of 50 body combinations and 500 color combinations—the most varied line and largest output in the quality field since the beginning of the industry.



**MAHAFFY'S SERVICE STATION**  
S. Woodward at Frank

**You've Missed Something!** If you aren't acquainted with the kind of Gas Station Service they give at MAHAFFY'S SERVICE STATION on Woodward at Frank Street—JUST DRIVE IN ONCE AND WE KNOW THAT WE WILL SEE YOU OFTEN.

Indian Gas Havoline Oil  
Mobiloil and Pennzoil  
Complete Alemite and Greasing Service

car manufacture. Since 1914, when it introduced the first V-8 type eight-cylinder engine into the United States, more than 235,000 Cadillac cars have been built. Of this number 42,334 have been of the latest model.

**Powerful Engine**  
The Cadillac V-type engine was introduced at a time of almost feverish experimentation by automobile engineers. It contained highly developed form many of the fundamentals which they were at that time seeking. It was powerful, compact, rigid in construction, durable and smooth in operation. Improvements upon the original design have added further smoothness, simplicity and liveliness.

In addition to the endorsement by more than 200,000 owners of the V-type eight, who have invested in it approximately \$875,000,000, the growth of the company since the one-cylinder days of 1902 has been marked by frequent milestones of progress.

In 1908 Cadillac entered and won the competition for the famous Deart trophy, awarded each year by the Royal Automobile Club of England to the automobile making the greatest advance during the current year. This award was for complete interchangeability of parts, the result of a degree of manufacturing precision never before attained. Again in 1912 Cadillac was awarded the same trophy due to general performance, including a complete electrical system, lighting, starting and ignition, becoming the only American car to win the trophy and the only car in the world to win it twice.

After exhaustive competitive tests held in Texas at the time the United States entered the World War, the Cadillac was selected as the standard touring car for the United States army.

**British Mail Service.**  
More recently, in the selection of a car to carry the British mail across the Arabian desert, with its burning heat and its dry, stony river beds to cross, crossing the Caucasus mountains twice, and the endurance tests were so severe as to completely force out twelve other American-made cars.

The V-63 in 1923 introduced the compensated crankshaft, which eliminates vibration at all speeds and so solves a problem which for years had baffled engineers. In August, 1925, shortly after the accession of Lawrence P. Fisher to the presidency, the new 30-degree eight cylinder car was introduced as the complete embodiment of what Cadillac had learned through its success was unprecedented from the start and sales

## Chief Defendant



U. S. Senator James Couzens of Michigan would be the principal sufferer if the government succeeded in collecting additional millions of income tax from persons whose stock in the Ford Motor Co. was purchased by Henry Ford some years ago bearing in the suit has been going on in Detroit.

During this year showed an 87.5 per cent increase.

Again in August 1926, the desire of wealthy owners for a completely individualized car was met by the company's announcement of the mechanical perfection of the car practically an unlimited choice of body styles, colors and subsidiary combinations, together with the continuance of a manufacturing program on a scale equal to that of all other cars in its price range and above.

## OAKLAND LEADERSHIP MUST BEGIN AT HOME

Oakland-Pontiac Said To Be Widest Sold Sixes in Own Territory.

When civilization was very young there was an old saying to the effect that a prophet is not without honor save in his own country and in his own home. Succeeding years developed methods to show that St. Matthew was wrong when he coined that phrase, though nothing, that is until the automobile came along and gave a new twist to the old notion, just as it has revolutionized many other commonly accepted theories and beliefs.

In the automotive version of that old saying, the Oakland Motor Car company assumes the role of the prophet, and Oakland County, where Oakland and Pontiac cars are made, hence the prophet's own country. Statistics compiled by the registration division of the Michigan State highway department show that not only is this "prophet" honored in his own home but that he is honored to an extraordinary degree.

For the eleven months ending Dec. 1, 1926, cars produced by the Oakland Motor Car company, stood third on the list of new car registrations in Oakland County. The actual figures are: new Oakland, 352; new Pontiac, 257.

These figures are far ahead of any other makers of six cylinder cars. The two companies leading the list are both manufacturers of small four cylinder cars.

The figures show conclusively that the leadership of the Oakland Motor Car company, who have first hand knowledge of its products, are completely satisfied with the Oakland and Pontiac Sixes and believe firmly that these cars are supreme in their own fields.

**NOTICE OF MORTGAGE FORECLOSURE SALE.**  
DRAFT HAVING BEEN MADE IN THE name of certain mortgagee made by Edgar S. Bristol and Thomas A. Bristol, his wife, both of the Village of Royal Oak, Oakland County, Michigan, to Park Investment Company, a Michigan Corporation, the City of Highland Park, Michigan, which said mortgage was filed the twenty-ninth day of May, A. D. 1925, and was recorded in the office of the Register of Deeds for Oakland County on File 382, on page 58-72 Oakland County Records on said mortgage the sum of five hundred and no/100 dollars contained has become due.

There is by reason of said default no sale of the premises under the said mortgage upon said mortgage default and the said mortgagee has elected to foreclose on said mortgage and the statute in that behalf made and the same is hereby given that on Monday, the 27th day of February, 1927, at 10 o'clock a. m. of the forenoon of said day, at the Court House in the City of Pontiac, Michigan, the under signed will sell at Public Auction, in said City of Pontiac, that being the City of Oakland to hold, the premises described as follows: The premises described as follows: Lot 12, Block 12, of West 17th Street of Lot Eighteen (18) of Tract A Addition to said Village of Royal Oak, Oakland County, Michigan, according to the recorded plat thereof, said lot being located on the East half of the Southwest Quarter of Section 25, Township 1 North of Range 1 East, Michigan. Dated December 1, 1926.

**PARK INVESTMENT COMPANY,**  
TOURNEY & ALLERTON, Mortgagees,  
Business Address,  
Highland Park, Mich. 35-47

## WINTER DELIVERIES CALLED BENEFIT

Breaking In New Cars Easier In Cold Weather, Says Evans

"The heretofore prevailing custom on the part of car buyers of having delivery withheld until spring is growing less and less each year," said C. S. Evans, of Evans-Loy Motor company, local Dodge dealer. "This is now a thing of the past, due to a proper analysis of the many conditions surrounding winter deliveries working to the benefit of the consumer."

"The new car—tight, staunch—will better withstand the strains of winter roads, will break in better and will cost less to run than an older car. Practically the sole possibility of damage is freezing the radiator, which can easily be prevented by the use of a proper amount of anti-freeze solution in the cooling system. Breaking in a new car in winter is easier, quicker, and far more satisfactory and successful than breaking in a new car in spring or summer, when there is a temptation to overspeed and use the car more carelessly."

"When Weather Is Worst" "consistent, convenient, dependable transportation, obtainable to a greater degree from a new car is needed most when the weather is worst. Independence of time, trouble, avoidance of annoying delays, are valuable advantages possessed by the all-year motorist."

"The all-year motorist escapes the discomfort of wet feet and damp clothing also. The customer taking delivery at this time receives a car with complete new equipment—new tires, new bat-ties, new chassis—save the repair expense, plus the satisfaction of driving a car that will withstand the severest conditions, more than offset depreciation, and in a car that has no yearly model changes there is no valid reason for waiting for spring styles."

**Mud Hurts Finish**  
"Mud and rain cause more damage than snow."  
(Continued on Next Page)

## INSURANCE

### INSURANCE IN THE WOLVERINE

**The Wolverine Mutual Motor Insurance Company**  
Detroit, Mich.

IS OBTAINABLE ON FORDS AT  
**11 1/4 cents per day**

Throughout the year—and covers absolutely everything. This coverage is obtainable for every car—and is proportionate with the price of the car.

**We Write All Kinds of Insurance**

**Bingham, Sparks & Bingham**  
Real Estate Insurance  
132 SOUTH WOODWARD TELEPHONE 985.

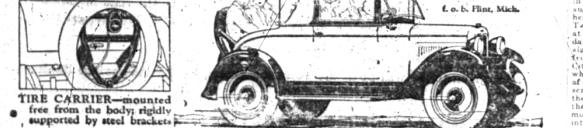
## Marks of Distinction made possible by Volume Production

*The Most Beautiful Chevrolet in Chevrolet History*

In addition to masterly new bodies by Fisher—in addition to a host of mechanical improvements typified by AC oil filter and AC air cleaner—the Most Beautiful Chevrolet offers certain features heretofore regarded as marks of distinction on the costliest cars. These are made possible at Chevrolet's amazingly reduced prices only because volume production results in definite economies and because Chevrolet now, as always, passes these savings on to the buyer in the form of added value.

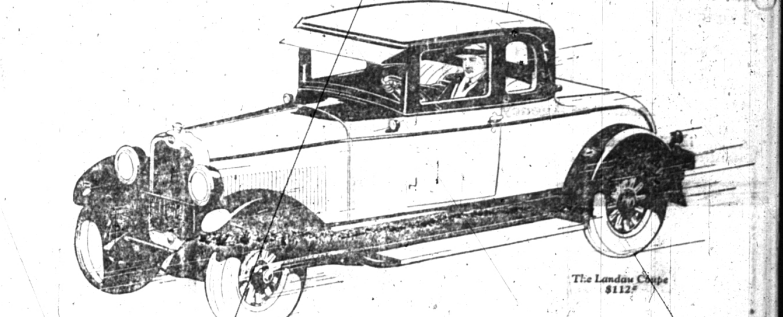
- No other car, as low in price, offers such features as fish-tail modeling, full-crown one-piece fenders, bullet-type lamps and the like. Come in and see for yourself!
- Reduced Prices!**
- The Coach \$595
  - The Coupe \$625
  - The Sedan \$695
  - The Landau \$745
  - The Touring or Roadster \$525
  - 1-Ton Truck (Chassis Only) \$495
  - 1-Ton Truck (Chassis Only) \$395
  - Deluxe Tires New Standard All Model
  - AP Prices C. & F. H. M. S.

**The Sport CABRIOLET \$715**  
C. & F. H. M. S.



**QUALITY AT LOW COST**

**Tracy & Cotton, Inc.**  
Open Nights and Sundays 505 N. Woodward  
Birmingham, Mich.



## "And on that extra margin of precision in manufacture is based that extra measure of satisfaction which every Oakland owner enjoys"

Probably no other car of equal price is built to such exacting standards as the Greater Oakland Six. Only two American-built automobiles have diamond-bored piston pin bushings—and one is the Greater Oakland Six. In only one other car are all rotating parts balanced from transmission to rear axle—and that is a car selling for twice Oakland prices.

Throughout the entire Oakland chassis you will discover numerous equally impressive examples of not merely the precision of good construction—but the super-precision of fine craftsmanship. And on that extra margin of precision in manufacture is based that extra measure of satisfaction which every Oakland owner enjoys.

Everywhere the Greater Oakland Six is turning good will because it offers such exceptional features as bodies by Fisher in beautiful Duco color, the Rubber-Silenced Chassis, four-wheel brakes, adjustable full pressure oiling, and the like. And it is holding good will because it has been—and always will be—built with the scrupulous care and exactness, which is always the distinguishing mark of a truly fine car and which always results in better operation over a longer period of time.

**\$1095**  
SEDAN

Oakland Six, \$1025 to \$1295. Pontiac Six, same as Oakland Six, \$925 to \$975. Buick Six, 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