

News Of The Auto World

AUTO YEAR AGAIN HITS HIGH MARK IN BUSINESS DONE

Chamber Statistics Show Wholesale Output Value Is \$3,056,950,000

CLOSED CARS POPULAR

For the twenty-ninth time in its history the automobile business has established a new record.

Figures made public in the annual statistical sheet of the National Automobile Chamber of Commerce give a total production of 4,480,000 motor vehicles for 1926 with the wholesale value of \$3,056,950,000.

The totals are slightly in advance of 1925 production of 4,336,754, and the wholesale value was \$2,977,904,893.

Only three times in its history has the motor industry failed to reach a new high total. One of these periods was in the war year of 1918, another in 1921, and the third in 1924.

The increase of 3.2 per cent over the total export figure of last year, the volume being 550,000 vehicles for 1926, is regarded by the motor industry as one of the most significant figures of the year. This total represents 12 per cent of the business of the automobile factories, and it is predicted that 20 per cent of production will be sold abroad within a few years.

Pay Road Costs. The volume of motor vehicles was \$735,226,000. This is close to the total expenditure for highway construction and maintenance during the year, since a part of the billion dollars spent for this purpose was financed by bond issues.

Shipment of motor products over the railroads likewise reached a new high total during the year. The number of freight carloads of automotive goods was 3,160,000.

Registration of the vehicles in the United States has reached a new high figure of 22,830,000, according to a compilation based on reports from the various states.

The 1926 motor top has already broken all previous records at least six times.

GLANCY TO GIVE N.A.A. ADDRESS

A. R. Glancy, president and general manager of the Oakland Motor Car Company, is to address the National Automobile Dealers' association at their annual banquet on Feb. 2, held in conjunction with the 1927 Chicago Automobile Show.

The banquet which features the Twelfth Annual convention of the National Automobile Dealers' association, will be held at 6:30 p. m. at the Hotel Lasker, Chicago.

Mr. Glancy announced he will give a general business talk about the automobile industry, picturing the industry as he sees it, and stressing the ethics pertaining to the manufacture and marketing of automobiles.

His regime also saw the development and introduction of the Pontiac Six line a year ago, which in its first year shattered all previous records and production records for a new car.

Mr. Glancy came to Oakland in the latter part of 1924 as vice president and assistant General Manager. He advanced to the presidency and general manager, when he was succeeded by George H. Hannum, then president and general manager took up his new duties as mechanical assistant to Alfred J. Sloan, Jr., president of General Motors corporation.

Mr. Glancy has been associated with General Motors since 1920 when he became general manager of the Samsom Tractor Co. of Janesville, Wisconsin, then a General Motors unit. Prior to 1920 and since his graduation from Lehigh University in 1903, he has been constantly with F. L. DuPont de Nemours and Company.

During the World War he had charge of construction of the Old Hickory Power plant of the du Pont Company at Nashville, Tenn., the largest plant of that nature constructed in this country during hostilities. In the past 20 years Mr. Glancy has filled many high executive positions with the du Pont and General Motors interests.

STATE OF MICHIGAN. Accounts of Oakland, Mich., pending before George H. Hart, Circuit Court Commissioner, Oakland County, between Harold H. Emmons, Plaintiff, and Frank M. Hawk and Edna M. Hawk, defendants, summons having been issued in this case and having been returned, and it appearing by affidavit on file at the court room of the court situated in Oakland, that said defendant appeared at the court room of the court situated in the City of Royal Oak, Mich., on Eastern Standard Time, on the complaint filed in this case, on the 12th day of January, 1927, and that this order be served on published in the Michigan State Journal, a newspaper of general circulation, published at Sub. No. 2, of Part of N. of S. R. of Oakland County, Michigan.

Dodge Brothers Planning Large Building Work

Another important building program is in progress at Dodge Brothers. On November 1, ground was broken for an immense addition to the present manufacturing facilities. The concrete foundations are now in and steel work is being erected for a new brick and building 255 feet wide and 125 feet high. The new building will have a floor space of more than 300,000 square feet.

Although built during the winter months, this immense new structure is going up with a rapidity equal for that with which Dodge Brothers during the war erected and equipped the 600 x 800 foot building to produce recoil mechanism for 125 millimeter guns for the ordnance department. And the speed with which they completed that building is attested by Graham Brothers, the truck division of Dodge Brothers, Inc., who heralded as a remarkable achievement in modern building construction.

The new building must be completed and in service March 15, the schedule which Dodge Brothers has set for this department, has laid out provides that the various stages of the work shall progress with utmost dispatch.

In 1923 Dodge Brothers built almost twice as many motor cars as in 1922, and G. Wilmar, president, "in 1923 the output was 9.4 per cent greater than in 1922. In 1925 while the industry lost 11 per cent compared with the previous year Dodge Brothers gained 22.7 per cent. Dodge Brothers 1925 production exceeded the 1924 by 15.2 per cent and now the 1926 output has exceeded the 1925 by over 25 per cent while the industry has gained 3.3 per cent over last year according to preliminary figures. Comparing with 1925 the industry has gained 9.6 per cent while Dodge Brothers have gained over 84 per cent.

"A manufacturing capacity of 1500 cars and trucks each full working day having proved insufficient to supply dealers' requirements during the spring and summer of 1925 it was decided late that year to spend 10,000,000 on factory expansion. Early in 1926, this program having been completed, the capacity had been increased to 1700 cars per day—seemingly enough to insure an adequate supply for every dealer. But history repeated itself and now these additional facilities are found necessary for 1927.

Sec. J. T. N. R. 16, Southfield Township, Oakland County, Michigan. Dated December 16, 1926. VICTORIE MORTIMER, Circuit Court Commissioner, Oakland County, Michigan.

FOR FORDS

UNDER INFLATION CAUSES TROUBLE

"If you are a driver of balloon tires and frequently experience 'shimmying' of the front wheels while on the road, the inflation of your front tires," says F. E. Sternal, Goodyear tire dealer here.

"Our factory at Akron has conducted exhaustive tests during the past year along these lines, and determined that a great percentage of this unpleasant driving difficulty is due to the front tires being under inflated.

"In some cases a slight adjustment of the wheels may be advisable, but almost always it is only necessary to add a few pounds of air to the tires to remove the cause of 'shimmying'.

"On most cars we have found that it is a good practice to have as much pressure in the front tires as in the rear, though many drivers object to this. However, if they do advise every driver to have their front wheels wobbling, listen to advice and build the front tire pressure up; they are quickly cured."

"You can notice the difference as soon as you put the car on the road, and we advise every driver to try it if he is experiencing any difficulty."

"In fact, most tire trouble today is caused as a result of underinflation. Keep your tire pressure up if you want maximum mileage and satisfaction."

NOTICE OF MORTGAGE FORECLOSURE SALE. Default having been made in the terms and conditions of a certain mortgage made by Lewis G. Pflieger and Dorcas B. Pflieger, his wife, of the Village of Ferndale, County of Oakland and State of Michigan, to William O. Mortimer, of the City of Port Huron, Michigan, which said mortgage was dated the Eighth day of January, A. D. 1925, and was recorded in the office of the Registrar of Deeds for Oakland County in File No. 116, Oakland County Records on January 20th, 1925, whereby the power of sale in said mortgage contained has become operative.

WHIPPET CUTS ON CAR PRICE

Detroit, Jan. 10.—For the second time within 60 days, price reductions in the Willy-Overland Whippet line have been announced by the factory at Toledo. The outstanding change is in the price of the coach, which has been reduced \$70 to a new low price of \$825.

of Ferndale, County of Oakland and State of Michigan as described as follows: Lot numbered One Hundred Twenty-five (125) bounded by the East line of the Village of Ferndale, 27' and 31' Town 1 North 8 Range 11 East, Township of Royal Oak, County of Oakland, State of Michigan according to the plat thereof recorded with the Registrar of Deeds of Oakland County, Michigan, Liber 11 of Plats on page 17. Dated December 16, 1926.

VICTORIA MORTIMER, Executrix of Estate of William O. Mortimer, Business Address, 105 Murray Bldg., Highland Park, Mich. 35-17.

NOTICE OF MORTGAGE FORECLOSURE SALE. Default having been made in the terms and conditions of a certain mortgage made by Edgar C. Haggerty and Elizabeth Haggerty, wife of the Village of Royal Oak, Oakland County, Michigan, to Park Investment Company, a Michigan Corporation, of the City of Highland Park, Michigan, which said mortgage was dated the fifteenth day of July, A. D. 1925, and was recorded in the office of the Registrar of Deeds for Oakland County in Liber 248, on page 236-9, Oakland County Records on July 16, 1925. Try an Eccentric Classified Ad.

TORRETT & ALLESTON, Attorneys, Business Address, 425 Murray Bldg., Highland Park, Michigan. 35-17.

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Ramsey Motor Sales

Hupmobile Sales and Service OAKLAND - PONTIAC - BUICK AUTHORIZED SERVICE CALL 550 Night, 1128-M 113 BROWNELL ST.

Tell Your Merchant You Saw His Advertisement in THE ECCENTRIC

"DON'T KILL YOUR WIFE—LET US DO YOUR DIRTY WORK" Our Wagons Are in Birmingham Tuesdays, Thursdays and Saturdays ROUGH DRY 10c lb. - ALL FLAT WORK IRONED

Pontiac Laundry Co.

We Use Only Pure Filtered Soft Water 30-32-34 Patterson Street 347 - Phone Pontiac - 400

The Greatest Sensation of America's Greatest Industry!



The Chevrolet Coach Improved in Quality

YET REDUCED TO \$595 F. O. B. Flint, Mich. Former Price \$645

Speed Power Economy and Smoother Performance



\$1200 (Exchange)

buys a Genuine NEW Willard Battery

WINTER WEATHER REQUIRES HEALTHY BATTERIES BIRMINGHAM BATTERY SERVICE Phone 902 125 E. Maple

The Willard Battery men

QUALITY AT LOW COST

New and Marvelously Beautiful Fisher Bodies

—a host of Mechanical Improvements—New Features found only on the costliest cars

Plus an Amazing Reduction in Prices!

America has always expected great things from its greatest industry. But the announcement of the Most Beautiful Chevrolet has been the automotive sensation of all time!

Here is a car which in beauty, luxury, quality and modern design challenges the costliest creations of the day.

Here, in a price class where average standards have been the rule, is now offered a car so far beyond all expectation that comparisons cease to exist.

Seven superb models styled as low priced cars were never styled before and offering such marks of fine car distinction as: full corner one-piece fenders, bullet type lamps and "fish tail" rear deck modeling! New and supremely beautiful bodies by Fisher! And, above all, infinitely finer quality—the result of a host of additional improvements such as AC oil filter, AC air cleaner, coincidental steering and ignition lock, larger 17" steering wheel, gasoline gauge and many, many others!

All this is combined to a supreme degree in the long famous leader of the Chevrolet line—the Coach. It would be a brilliant achievement for any manufacturer merely to design such a splendid car to sell at any reasonable price. But to sell it at the amazing price reduction alone would suffice to center worldwide attention on Chevrolet. But due to economies of tremendous production plus the vast resources of General Motors, Chevrolet also announces striking price reductions on other models.

For years Chevrolet has led the world in providing Quality at Low Cost. But now with a new and more beautiful car—with a car infinitely finer in quality and greatly lower in price, Chevrolet stands supreme and unchallenged in dollar-for-dollar value!

No matter in what price class you intend to buy or whether you plan to spend more or less than the price of a Chevrolet, come in today and see the most beautiful low priced Coach ever designed. Admire its marvelous style and grace! Mark its many new fine car features! Learn for yourself by personal inspection why, at its new low price, it is the greatest sensation of America's greatest industry!

Tracy & Cotton, Inc.

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