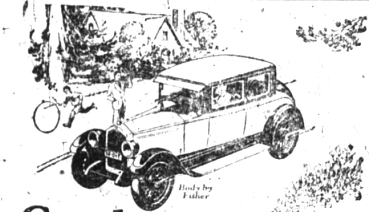


Of Interest to Motorists



Get the most out of your Buick buy it now

Buick's superior roadability and handling ease make driving more pleasant on crowded roads. No matter how many cars bar your way, Buick will whisk by them on straight-aways or hills. For the Buick six-cylinder Valve-in-Head Engine develops more power for its size than any other automobile engine.

The time to buy a new car is when you need it most. Make this the finest summer you have ever spent. Buy your Buick now.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



Williams Buick Sales

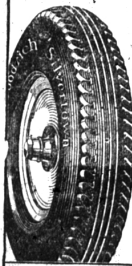
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Order Your Coal NOW
It's Going To Be Higher
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During the paving of Woodward Avenue you may get to our location by driving down Pierce St. to Brown and then to Woodward (back entrance) or phone 1354 and we will send our service car.



On the air—on your car—Silvertowns

The music you get on your radio every week from the Goodrich Silvertown Cord orchestra is sweet—but it's no sweeter than the reports of mileage which we get from Silvertown tire users—and Goodrich Radio Cord users, too!

Goodrich Radio Cord
These tires were specially built in the Goodrich factory in recognition of the tremendous success of the Goodrich radiopros on the air. All Goodrich resources are behind them—in the past year they have created a real sensation. For low cost and high mileage.

Evans Tire Shop
182 S. Woodward Ave. Phone 1354 Birmingham, Mich.



FIGURES SHOW AUTOS ON GAIN

Most Families in Country Now Own Cars; Percentage Increases

By DUBOIS YOUNG
President of Hupp Motor Car Corporation

The average family in America has at least one automobile, a motor car, a touring car, a truck and a radio. Statistics bear this out.

The General Federation of Women's clubs recently canvassed 1,101,581 families, living in every classification of cities and towns, and on farms. Of the number interviewed, 56.5 per cent owned automobiles. A total of 2,285,230 of the families interviewed have motor cars. A 5.7 per cent ownership. Forty-six and two-tenths per cent have phonographs, 40.1 per cent pianos and 24.1 per cent radios.

The largest percentage of families owning motor cars is in towns of 1,000 and less. The survey indicates that 60.2 per cent of all families in located among motor car ownership. The lowest ratio was found in cities of 100,000 and up, but even here 54.9 per cent own one or more cars.

California is High
Figures just available reveal that California now has a registered motor vehicle for every 3.11 persons. Iowa has 3.23, Michigan 3.73 per cent. On the other hand, Arizona has one for every 12.75 persons and Georgia one for every 12.79.

Florida last year enjoyed an increase in new car registrations of 18.2 per cent. Oklahoma was second with 17.8 per cent. Conversely, Colorado showed a gain of 3.5 per cent and South Dakota 0.1 per cent.

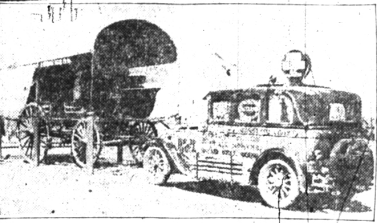
New York continues to have the largest number of registered motor vehicles of any state, 1,845,141. Ohio, Pennsylvania, Illinois, Texas and Michigan cars now have more than 1,000,000. In the last two years that class alone in the United States has gained 44,841 cars, and Nevada with 24,014, are on the other end of the list.

New York added 189,871 cars to its registration in 1926 and California 129,544. Wyoming increased 2,172 and North Dakota 202.

Registration of the United States at the close of 1926 gained more than 2,000,000 over those at the end of 1925. There are now more than 22,000,000 motor vehicles registered in this country. The year 1926 was the largest in the history of the automotive industry.

There always will be a certain percentage of the total sales to those who have never owned a car. Then there will be sales to more cars. This is becoming an increasingly important market. Many have learned that the average house, with a car, is easier to sell than one with only a one-car garage. Ten per cent of all families already own more than one car. Eighteen per cent of car

Oakland Greets Old Timer



This contrast in modes of transportation was provided when the 100,000-mile Oakland Six, on its transcontinental trip, stopped beside the original Deadwood stage coach, which is preserved at Miles City, Mont.

Replacement is Backbone
The automobile industry's backbone will always be the replacement business, just as it is the backbone of the clothing industry or the shoe business. It is the shoe manufacturers who are compelled to depend for sales largely on those who never owned shoes before. The parallel with the automobile business is a sound one. Motor cars wear out. Cars are being improved constantly. They become obsolete. Then, too, it is typical of the American that the wheels something better constantly. The automobile business owes much to this American spirit. How many persons had come car never, dispose of their cars and never get another? The average man always a car owner. How many drop back from one price group to another? The average man owns the best car he can afford. His constant audacity to own a better one.

The export market is growing rapidly. Foreign countries are coming to realize more and more that America owes much to the automotive industry. We realize that the automobile industry reflects good times in other businesses. It is also true that good times in the automotive industry help make good times in other lines of business.

CHEVROLET PLANS LARGE EXPANSION

Increase in Demand Makes \$2,000,000 Investment Necessary, Reports Say

With production running at a record clip of more than 5,000 units daily and demand for the product constantly attaining new levels, the Chevrolet Motor Company, today, announces a \$2,000,000 development of its properties at Flint, to relieve congestion brought about by steady increase in production.

This will include two buildings, a three-story office building and a new parts building. The new building will be completed Oct. 1, according to Charles E. Barth, vice-president in charge of manufacturing.

On the completion of the new buildings, the present office and parts buildings will be razed and a modern factory building erected in their place, Mr. Barth declared. The new parts building will be a three-story structure, 530 by 122 feet, and of concrete construction. The new office build-

STUDEBAKER! GROWTH TOLD

Start of Large Corporation Was in Humble Shop, Says Story

From a single forge and a tiny shop which began with a capital of \$68, to nearly two square miles of plants and \$100,000,000 of assets is the amazing growth recorded by the Studebaker Corporation in three quarters of a century of manufacturing, according to a recent announcement from Studebaker executive offices in South Bend.

Studebaker plants and facilities now produce more than 8,100,000 square feet of floor space, and cover 1,100 acres of ground, according to a recent summary of plant expansion. South Bend plants and the proving ground cover 1,079 acres with more than 1,155,000 feet devoted to complete manufacturing facilities. In Detroit 27 acres of plant and 1,745,000 feet of floor space are required for manufacturing and assembly operations, with additional plants located at Walkerville, Ont.

Because of these great plants Studebaker is able to manufacture automobiles on a one-profit basis. Bodies, engines, springs, transmissions, differentials, fastenings and forgings for Studebaker cars are all made in Studebaker plants.

In referring to these figures a local Studebaker-Erskine distributor added: "The name 'Studebaker' is a household word. The broad principle upon which Studebaker business is conducted and upon which it has prospered for seventy-five years, now grounded upon tradition, insures satisfaction to every body who deals with the house of Studebaker."

52 Issues of The Eccentric \$1.50

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OAKLAND CO. NOW IN NEW FACTORY

\$2,600,000 Improvement Program Completed, Figures Now Unsurpassed, Officials Say

Pontiac, Mich., June 21.—The Oakland Motor Car Company completed the \$2,600,000 improvement program recently handed to double Oakland Six production, and is now building the Oakland Six in a plant an acre of acreage as the automotive industry, according to officials.

The improvements instituted in the Oakland Division were made possible by the transfer of Pontiac Six machinery to the new Pontiac Division, which went into production a few weeks ago. All the Oakland machinery was removed temporarily, so that new floors and concrete base might be laid.

Much of the Oakland machinery was completely rebuilt while new plant improvements were going on. Hundreds of thousands of dollars' worth of new machinery was bought and installed.

The interior of the Oakland Division has been repaired throughout to improve the working conditions of the employees. This step, and the far more spacious quarters provided by a completely new plant layout, are expected to enhance the present of manufacturing facilities for which Oakland is already famous. A feature of the improvement program was the scraping of the half-inch paint from the transmission system, and substitution of electrical and wiring.

ing of brick and concrete construction will be 200 by 60 feet. Completion of the project will provide additional manufacturing facilities to a plant that already is one of the finest in the automotive industry.

machinery almost exclusively. The improvements in the Oakland Six Division involved movement of 775 individual machines, but it was accomplished in just two weeks time. The resultant plant rivals anything in the industry in point of systematic arrangement, working space lighting and every other factor that contributes to the manufacture of high grade motor cars.

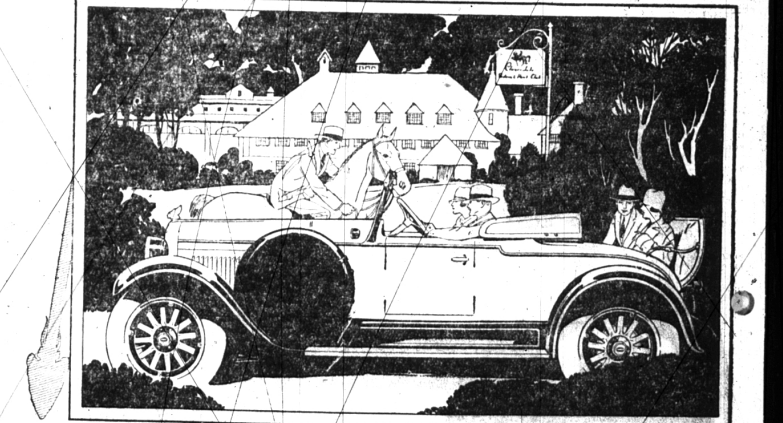
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SPORT ROADSTER

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- Landau Sedan 895
- De Luxe Landau Sedan 975
- De Luxe Panel Delivery 770
- De Luxe Screen Delivery 760
- Delivery Charge \$85

Oakland Six, \$1025 to \$1295. All prices at factory. Delivered prices include minimum handling charges. Easy to buy on the liberal General Motors Time Payment Plan.

Pontiac Six sales are now at record-breaking heights. No other low-priced quality six ever enjoyed such popularity—and no other car ever deserved its popularity more! For the New and Fine Pontiac Six is exactly the car that hundreds of thousands had hoped some day would be available!

The highest type of six-cylinder performance—smooth, supple, economical and staunch—you can drive all day at 50 miles an hour!

The finest type of bodies known to the industry—new bodies by Fisher, gracefully proportioned, soundly built with wide, deep seats and lustrous Duco finishes!

The most desirable mechanical features—tilting-beam headlights with foot control, VV windshield, rotary window regulators—and a full pressure oiling system that forces through the engine 250 gallons of oil an hour at 35 m.p.h.!

And new low prices—Sedan, Coupe and Roadster, for example, only \$775—the lowest prices ever placed on sixes of comparable size, performance and quality!

Small wonder that Pontiac Six popularity is sweeping the nation with wildfire speed! Small wonder that thousands of people are buying new Pontiac Sixes every week!

Shaw Motor Sales

118 E. MAPLE AVE. PHONE 1160 BIRMINGHAM

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