

Of INTEREST TO MOTORISTS

GROWTH OF CHEVROLET TRACED DURING ITS FIRST SIXTEEN YEARS

Nearing the close of the most successful year in its history, and with its position outstanding as the world's largest producer of low priced cars and trucks, the Chevrolet Motor company this week rounded out its sixteenth year of existence.

Named for Louis Chevrolet, well known race driver of an earlier decade and active figure during the infancy of the automotive industry, the Chevrolet Motor

1000 people are directly employed in producing and selling Chevrolet cars.

Today eleven great factories—exclusive of export operations—are running to capacity to meet the demand of Chevrolets infinitely superior to, and lasting at one-fourth the cost of those first cars.

The "Royal Mail" and "Baby Grand" models brought Chevrolet into prominence in the field of light touring cars, but the "1907" model, so named because it listed at \$100, placed the company definitely in the field as a volume producer of motor cars.

That was in 1915. That year Chevrolet's production was 10,000. Shortly afterward the first automobile plant began production at Oakland, California, to supply the West Coast. Seven regional plants have since been erected, and one is now in process of construction at Atlanta, Ga. They are located at strategic points throughout the country to render the greatest possible service to the car purchaser.

General Motors took over Chevrolet in 1918, with wide expansion following. In 1925 the first time volume exceeded the half million mark. The 1926 production was 732,317 cars and trucks. That record was equalled this year on August 12, and continues to look forward confidently to one million units in 1927.

OLDS STARTS NEW BUILDING

Lansing, Mich., Nov. 5.—Plans for construction of another new building to be devoted wholly to Oldsmobile development, design and research work. This latest construction work is in addition to the \$3,000,000 expansion program which will greatly increase the production facilities of the Oldsmobile automobile engine by keeping it running continuously at high speeds and under heavy loads.

The new engineering building will be completed shortly after the first of the year, closely following the completion of the other units of the expansion program. It will be equipped with the latest of modern and scientific apparatus designed for research and development work.

ed of steel and brick and has been designed to give a maximum of daylight in every portion of the building.

The building will contain the research laboratories, dynamometer rooms, experimental drafting room, experimental machine shops, experimental garage and a model car studio. The laboratory will contain a battery of four standard dynamometers for the recording of scientific measurements of torque and power, a battery of four standard dynamometers for the recording of torque and power, a battery of four standard dynamometers for the recording of torque and power.

For Reasons Why YOU Should SEE Thos. H. Cobb Insurance Agency

In First State Savings Bank Bldg. BIRMINGHAM. Phones 948-949

INSURE TODAY

This Car has been carefully checked and reconditioned where necessary

- Motor
- Radiator
- Rear Axle
- Transmission
- Starting
- Lighting
- Ignition
- Battery
- Tires
- Upholstery
- Top
- Fenders
- Finish

OK

CHEVROLET USED CARS with an OK that counts

Building Quality into Used Cars

Unusual facilities for reconditioning automobiles make possible the high value found in our dependable used cars.

In the first place, we can tell exactly what needs to be done to a car without long and expensive experimenting. Our mechanics are thoroughly competent—and, working with special tools, they accomplish a given task in the minimum time. Furthermore, we use only genuine parts for replacement purposes.

As a result, our reconditioned cars simply cannot be matched for value.

Tracy & Cotton, Inc.
Open Nights and Sundays—Woodward at Ruffner
Birmingham, Mich.

QUALITY AT LOW COST

THE PACKARD SIX 5 PASSENGER SEDAN \$2285 AT THE FACTORY

You are paying for a Packard — why not own one?

SEVEN out of ten who buy the Packard Six have always before owned lower priced cars.

Each new Packard owner has learned that there is no financial penalty, either in first or after costs, in having the car he has always wanted.

Each has had his used car appraised at the highest market price and its value applied, when desired, against our small down and monthly payments.

Each has learned that the payments are never more than \$40 or \$50 greater per month than for a lower priced car and that he often may take delivery of his new car without any cash outlay due to his used car allowance equaling or exceeding the down payment amount.

Each has found that it costs no more to own and operate a Packard Six than his old car and that depreciation costs are no greater because of the longer life of the better car.

PACKARD
ASK THE MAN WHO OWNS ONE

EVANS-LEGG MOTOR CO.
119 South Woodward Avenue
Birmingham, Michigan
Phone 301

in Chevrolet's birthday. W. S. Knudsen, president and general manager, commented upon the extraordinary production and sales records the company has enjoyed in its comparatively short life.

Confidence placed in Chevrolets and its cars by the public.

This attitude, Mr. Knudsen pointed out, is the result of gratification to Chevrolet, and it turns places the company under obligations to adhere rigidly to the exacting standards which the public has learned to expect of all Chevrolet products.

The same policy that marked Chevrolet's sixteen years of past achievement—that policy of turning back into the manufacturing economy resulting from volume production—will be continued, Mr. Knudsen stated.

TESTS MADE ON HUDSONS

How effectively Hudson-Exsex cars vaporize fuel, and extract from it every unit of energy, is indicated in reports to the Hudson factory from the Pacific Coast, where seasonal tests have just been completed with the Exsex Super-Six.

These tests, conducted by the Walter M. Murphy Motors Co., distributor for Southern California—proved that an Exsex Super-Six car can travel at over 60 miles an hour using kerosene as fuel; in fact the Exsex ran at faster than a mile-a-minute clip on a still lower grade fuel, or distillate. With the kerosene, the car ran about two miles an hour faster than with distillate.

"These tests," in the opinion of Charles Baugher, Hudson-Exsex distributor in Birmingham, "prove that the Exsex motors are perfectly designed from the standpoint of vaporizing fuel. Unless the carburetion and the manifold systems were of exceptional efficiency, the motor would miss and function imperfectly. When standard gasoline is used, of course, the performance of the cars is still more outstanding.

"The unusual feature of these experiments is that the Exsex Super-Six is a high compression motor. It employs in fact possibly the highest ratio of compression in any standard motor car. There has been a mass of propaganda in high compression motors designed to make the average motorists believe that they require special fuels. Such is certainly the case with Hudson-Exsex. Either of these cars will operate on any old fuel at all—even fuels which are far below the standard of regular gasoline. They will not simply 'get by' with regular gas; they will perform very efficiently and pleasingly indeed. This is a feature of superiority built into their design.

Similar tests have been conducted at many points in the country, so that the abilities of both the Hudson and the Exsex have been amply proved. With the autumn and winter coming on, this is a most important item of design."

WARNINGS

At the beginning of cold weather each year, warnings are broadcast against the danger of carbon monoxide poisoning. And each year, like those previous, deaths from exhaust gas fumes continue to trickle into the news as profusely as ever.

Perhaps this is only a scare, like the railroad crossing bugaboo. We've seen many thoughtless drivers cross tracks without shifting to a lower gear or hesitating a moment. And nothing happened.

Yet news of accidents at railroad crossings continues to be printed, and reckless motorists continue to cross crossings any way but cautiously.

So it is with running the engine in a closed garage. Write about it, broadcast it, hammer it into the heads of some automobile owners, and somehow or other there remain a few who have never read newspapers or listened in on the radio, or whose heads are impervious to the heaviest bludgeoning.

This is the hopeless class for which we must continue to keep our motors ready and whose lives we must save.

Officer: "What do you mean by going sixty miles an hour through this town?"
Husband: "Why, you—"
Wife (helpfully): "Don't pay any attention to him, officer, he's intoxicated."

Kenosha, Wis., is the championship bicycle rider of Wisconsin, having won every race in which he has floor space. It will be constructed, won a contestant.

Bobbie Thomas, 11-year-old

Ever hear of a legitimate "FIXER"?

MORE MILEAGE IN YOUR INJURED TIRE

FIXERS, whether in the tire business or in politics, are generally looked at askance. All things considered, it's no wonder.

But in our repair department we've got some fixers of a different breed.

They're trained men. They're capable men. They know tires and tire construction.

They're backed up in their capacity and knowledge by the finest and most modern repair equipment that money can buy, and by methods perfected in the largest tire development department in the world.

They are instructed to allow no customer of ours to spend money for repairs unless in their best judgment the repaired tire will deliver sufficient additional mileage to make the repair a good investment.

BRING YOUR TIRES HERE AND LET US PROVE THIS SERVICE

GOODYEAR means GOODWEAR

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Woodward and Daines
PHONE 9 FOR ROAD SERVICE 8-Hour Recharging Service
Complete Stock of Rims and Rim Parts

Avail Yourself of Our **8 HOUR RECHARGING SERVICE 8** For Your Convenience **8 HOUR RECHARGING SERVICE 8**

Exide BATTERIES SERVICE STATION