



**Everywhere—  
people turn to  
admire its beauty!**

Embodying all the masterly design and craftsmanship of bodies by Fisher.

—offering such marks of distinction as full-crown, one-piece fenders and bullet-type lamps—

—and finished in lustrous colors of genuine, lasting Duco—today's Chevrolet is everywhere acclaimed as one of the world's most beautiful automobiles... so refreshingly different, so outstandingly smart and stylish that people everywhere turn to admire it!

And this remarkable smartness is matched by a type of performance that is no less outstanding—perfect comfort at every speed, flashing acceleration, and delightful handling ease.

Come in and see today's Chevrolet. One glance at its custom-built beauty, one ride at the wheel of your favorite model—and you will know why Chevrolet is everywhere classed as the world's finest low-priced car.

**Tracy & Cotton Inc.**

Open Nights and Sundays—Ruffner at Woodward  
BIRMINGHAM, MICH.

QUALITY AT LOW COST

**A SMART CAR  
MADE SMARTER**

**A LOW PRICE  
MADE LOWER**

**\$875**

TWO-DOOR SEDAN BODY BY FISHER  
f. o. b. Lansing—Excise tax extra

With here a sweeping curve, and there a modish detail; with striking new colors and all the dash of thrilling, smoother performance—Oldsmobile has taken on new smartness, new luxury, new beauty.

And all this in spite of new lower prices—prices that never before bought anywhere near so much—\$875 for a fine closed car!

A smart car made smarter. A low price made lower. A double move at one sweep that sets a new pace in value-giving.

**RAMSEY and SHAW Inc.**

110 Brownell Street

BIRMINGHAM

PHONE 550

**OLDSMOBILE**

PRODUCT OF GENERAL MOTORS

**TOR NEWS**  
from Road & Showroom

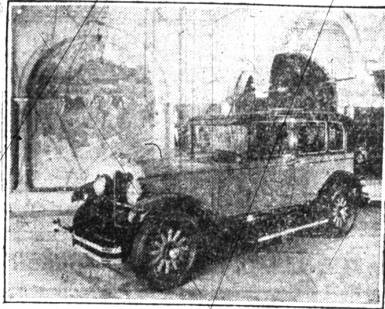
**NEW DODGE 6  
IS ANNOUNCED**

Dodge Brothers, Inc. today announces the addition to its five-line line of six-cylinder cars of a new passenger sedan, upholstered in polo grain gray leather. This is the first leather upholstered car in the company's sedan line and contrary to the usual custom of the industry this car is priced lower than jobs done in mohair. It will sell for \$1495 f. o. b. Detroit compared with \$1595 f. o. b. Detroit for the same body type upholstered in mohair.

"This new sedan," says C. E. Evans of the Evans-Legg Motor Company, local Dodge Brothers dealer, "answers the requirements of many buyers who prefer leather to fabric upholstery. Leather has the advantages of being easier to keep clean and of offering maximum resistance to rough usage. Being of the high quality type, it has always been a feature of Dodge Brothers' cars. It will retain its newness of appearance throughout the long life of the car. To the family with small children, it is the man who makes long trips over dusty roads and to the owner whose car frequently is called upon for hauling and fishing trips, the new interior will make a strong appeal.

The new car is particularly attractive in that the gray leather is in pleasing contrast with the Brunswick blue lacquer and the black lacquer above the belt line on the body. The window reveals are deep and black with the same Brunswick blue lacquer in which the body and the fenders and shields

**Oakland Salon on Broadway**



Permanent display amid Colonial murals and furnishings is made for visitors at General Motors building in New York. Photo shows Oakland Landau Sedan and mural depicting Chief Pontiac's canoe flotilla advancing to siege of Detroit in 1763.

are finished in black baked enamel.

"The interior finish of the new car is harmonious throughout, the window molding on the inside being done in gray lacquer to match the gray leather upholstery while the new instrument panel is finished in blue. Body hardware and interior appointments are of attractive design and enduring finish.

"Production in large volume, the factory has announced, allows this type to be introduced at a substantially lower price than that at which the other types of the sedan line sell."

**CHAMPION LEAVES N. Y. FOR EUROPEAN TRIPS**

FLINT, Mich., Oct. 5.—Albert Champion, president of the AC Spark Plug company sailed for Europe from New York aboard the Ile de France. It is Mr. Champion's annual trip in the interest of the company's European factories located in Birmingham, Eng., and Paris.

The English plant supplies AC products to Australia, Denmark, Egypt, Latvia, Lithuania, Mississippi, Poland, Estonia, Finland, Holland, Iraq, Ireland, New Zealand, Norway, Persia, Scotland, Sweden and Turkey.

At Paris, Mr. Champion will inspect the new AC plant that was just completed this fall.

While abroad, Mr. Champion will visit the automobile shows at Paris and London.

**GENERAL MOTORS DISPLAYS**

**72 CARS IN FALL SHOWING**

General Motors corporation opened its second annual Fall Showing of Motor Cars at the General Motor Building, Detroit, Saturday noon, exhibiting 97 models in the exhibition hall and auditorium, both of which were appropriately decked out in autumn foliage for the occasion. The show included seven models of cars produced by five divisions of the corporation, in addition to commercial vehicles.

The exhibition hall interior was canopied in Florida smilax, while arbor vitae from Northern Michigan covered the walls, with grass mats on the floor surrounding three ornamental fountains. Twelve panels depicting the history of transportation, were placed along the walls.

During the afternoon and evening Ted Wrens and his Victor Orchestra gave the first of the concerts which are to be continued every day this week.

On the first floor in the auditorium was a special showing of Cadillac and La Salle cars, equipped with custom built bodies by Fisher and Fleetwood.

In the exhibition hall, Buick exhibited a range of models and body types comprising the five-passenger two-door sedan, the five-passenger four-door sedan, the two-passenger coupe, the four-passenger country club coupe, the five-passenger touring, the five-passenger town brougham, and the four-passenger roadster in the Series 115 (115-inch wheelbase); the four-passenger coupe, the five-passenger town brougham and the five-passenger sedan, in the Series 120 (120-inch wheelbase); and the seven-passenger sedan, the five-passenger coupe, the four-passenger country club coupe, the five-passenger roadster in the Series 128 (128-inch wheelbase).

Models of the new Oakland six and the Pontiac lines taken from the stock of the Richards-Oakland Co., distributors, comprised a sport roadster, landau sedan, four-door sedan, sport cabriolet, two-door sedan and landau coupe of the Oakland line sixes. The Pontiac display consisted of a sport roadster, landau sedan, coupe, sedan, deluxe landau sedan and four-passenger sport cabriolet.

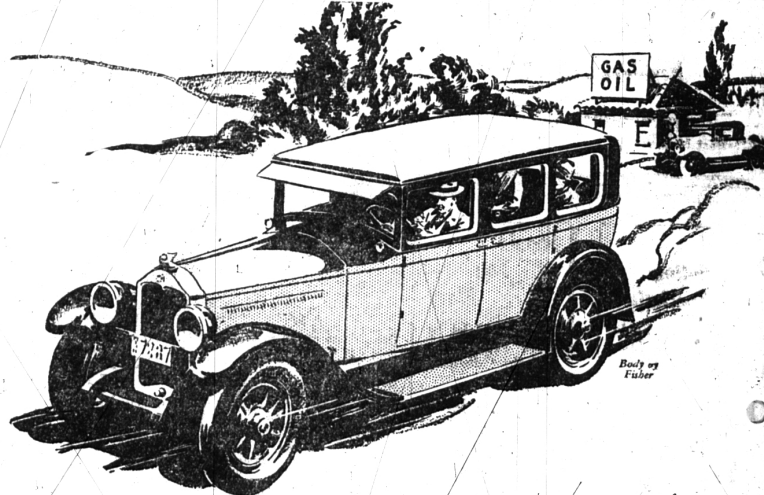
Oldsmobile was represented by its full 1928 line. All of the seven models, landau, four-door sedan, two-door sedan, coupe, sport coupe, sport roadster and sport touring car were exhibited.

A feature of the exhibit is daily chassis demonstrations by E. J. Mcullen, factory expert. The Chevrolet exhibits were divided into two sections. The first is on view in the exhibition hall and includes the seven standard passenger models mounted on standard truck chassis. The other exhibit is a special truck display and occupies wells lining the corridors leading into the main auditorium. The types include dump, stake, open express and two-panel bodies mounted on standard truck chassis. The bodies are Hercules and Martin-Parry, and one special type.

In the main exhibit is shown the standard line of cars and truck chassis. In it are the new imperial landau, sedan, coupe, sport cabriolet, coach, open touring car and roadster and the half-ton and one-ton truck chassis.

The GMC Truck Co. showed the new Model T-10 half-ton de luxe delivery truck, equipped with the Pontiac engine; the one and two-ton fast duty trucks powered by the Buick engine, and two new model Yellow cabs, also equipped with Buick engines.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



**You Need Never Change Your Oil if You Own a Buick**

Last year Buick said: "Change your oil only four times a year."

Buick tests at the great Proving Ground of General Motors at that time had shown that oil changes would never be necessary, with the Oil Filter to remove impurities, and the Crankcase Ventilator to prevent oil dilution.

Now, more than a year has passed, and Buick owners in every section of the world—under every climatic condition—have also proved that

you never need change your oil if you own a Buick—just add enough to maintain the proper level.

The trouble and expense of frequent oil changes are now things of the past with Buick owners—replenishment and inspection of the Buick Oil Filter only are required.

This is but another of Buick's many contributions to the economy and efficiency of motor car operation... another instance of Buick's progressiveness... another indication of Buick's greater value.

**BUICK MOTOR COMPANY, FLINT, MICHIGAN, Division of General Motors Corporation**  
Sedans \$1195 to \$1995 Coupes \$1195 to \$1850 Sport Models \$1195 to \$1525

All prices f. o. b. Flint, Mich., government tax to be added. The G. M. A. C. financing plan, the most desirable, is available. The model illustrated above is the Five-Passenger, Four-Door Sedan, Series 115, \$1295.

**BUICK for 1928**

**Rollin H. Williams**

602 S. WOODWARD - PHONE 1200