

# Of Interest to Motorists

## NASH

Leads the World in Motor Car Value

*Come Drive*



21 New Models—All SIXES

### The most Powerful cars Nash ever built

**3 NEW SERIES**  
**NEW LOWER PRICES**  
**\$865 Upwards**

The great POWER of these new Nash models will be a revelation to you. They "pull" the steepest grades or the heaviest going with absolutely amazing ease and smoothness.

For there's EXTRA power engineered into every Nash engine. They have the extra efficiency of the STRAIGHT LINE drive so that Nash power flows directly from the engine to the rear axle in a straight line.

They take hills without a note of strain—without the least laboring. Come DRIVE a new Nash. Test out the QUANTITY of its power as well as the QUALITY.

The newly-refined 7-bearing motors give Nash the world's smoothest power-flow throughout the whole range of use.

All cranks shafts are balanced integrally with clutch and flywheel to make the new Nash the smoothest, "sweetest" car you ever drove.

And they're the EASIEST riding, easiest steering cars you ever handled with their new secret process alloy-steel springs and newly-invented steering mechanism.

COME in today and select the model you want to drive. New LOWER prices make these new models the greatest values on the market.

**BELL BROS.**  
NASH SALES AND SERVICE  
122 E. Maple Phone 709 6308

## 100,000 CARS BY PONTIAC

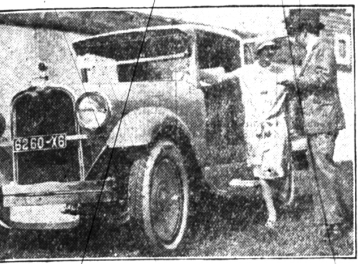
PONTIAC, Mich., Sept. 14.—More than 100,000 Pontiac Six cars have been produced here so far this year by the Oakland Motor Car Company—approximately 24,000 more than were sold during the entire year of 1926 when this car was introduced and broke all previous sales records for any new make of car during the first year of production.

In fact the entire production of the previous year—lightly more than 75,000 Pontiac Sixes—had been exceeded at the end of the first half of this year, when a production of 78,138 Pontiac cars had been reached. These figures are in addition to the production of the Greater Oakland Six and the new Oakland All-American Six recently introduced.

Never before has such an avalanche of orders for Oakland Sixes poured into the factory as followed the introduction of the Oakland All-American Six. Production on this model seems destined to establish new records. The longer wheelbase, increased size and larger engine, together with new Fisher bodies and mechanical features—all at lower prices—have given tremendous impetus to Oakland sales, which together with the steady demand for Pontiac Sixes—stimulated by recent price reductions and new color combinations—promises to keep the Oakland factories humming until well toward the end of the year.

"This year is the greatest in Oakland's history," explains W. R. Trotter, vice president in charge of sales, "and what is more important, the future promises even greater production and sales. We have increased our sales organization tremendously. We have effected important economies through our new factories, our increased production and making of more parts, such as valves, pistons and other metal stampings under our own roof. The new reduced prices and evidences that we are passing these economies on to the public."

## Oaklands Win Paris Contests



Take two firsts in Concours d'Elegance and all awards in Actress' Automobile Championship. Photo shows Mile, Blanche Montel and her Oakland which won blue ribbons in both events.

The beauty and easy handling of a Straight course, around a sharp turn and to stop in front of two barriers. She then had to alight, remove the barriers, drive through them at Paris against a formidable field of contestants from all parts of the world.

The Oakland scored first in two different classes at the Concours d'Elegance, or "automobile beauty show," conducted under the auspices of the newspaper "L'Auto."

An Oakland Six coupe with snare-shin upholstered body designed by Bourrac & de Lotion was awarded the blue ribbon in the two-wheeled inside drive class. The car was driven by Mile, Blanche Montel, prominent French actress of the Theatre de l'Avenue.

In the inside drive three-wheeled class an Oakland coupe driven by Mrs. Bayley, wife of Major Bayley of the American Embassy, took an other first prize.

A few days later, the Actress' Automobile Championship was held at the Parc des Francais. The rules required each of the fair contestants to drive her car over



## Now That Motor Cars Last So Much Longer

—there's more reason than ever for equipping them with truly reliable batteries—also more reason for giving those batteries the care they deserve. Willard 5-Point Service, makes batteries last longer and give more uninterrupted service per dollar of battery cost.

**Birmingham Battery Service**  
125 E. Maple Phone 902

### The Willard Battery men

Tell Your Merchant You Saw His Advertisement in THE ECCENTRIC

## Fastest Four in America Proves Its Claim to Title

Dodge Averages 67.35 miles per hour in Beating All Other Fours in Atlantic City A. A. Race

The Atlantic City (N.J.) Speedway Association, without Dodge Brothers investigation or knowledge, bought a Dodge Brothers Four and entered it in a Labor Day race for four cylinders stock cars. Four cars of other makes also competed. All were strictly stock cars as required by the rules of the association.

The race was for 25 miles—to determine which was "The Fastest Four in America."

The Dodge won.

Its average speed for the entire race, from a standing start, was 67.35 miles per hour (officially timed by A. A. A.).

Generous confirmation, to say the least, of the modest claim of "Mile-a-minute Performance!"

Even more remarkable than the speed, however, is the fact that the car had been driven only 10 days and yet was able to withstand this difficult test without once stopping.

Thus the race not only offers conclusive proof of the Dodge's superiority in speed, but stands also as a glowing tribute to the rugged materials and excellent workmanship that go to make it—America's Fastest and Finest Four!

**Evans-Legg Motor Co.**  
119 S. Woodward, Birmingham Phone 301

**\$875**  
4-DOOR SEDAN  
FORD DETROIT FULL FACTORY EQUIPMENT

## LETTER CITES TIRE COST CUT

"Part of the increased sales reported this year by practically all tire companies, we attribute to the growing use of reclaimed rubber," says W. O'Neil, president of The General Tire & Rubber Company, in a letter to Leon Miller, Distributor of General Tires in Birmingham. "The generally low price of tires—the lowest they have ever been—has tempted more and more manufacturers to cheapen their product by adding to and more reclaimed, second-hand raw material, in order to make a profit."

"The increase in the use of reclaimed in 1927 is enormous, even compared with the rush to reclaimed rubber last year."

"The figures themselves tell an interesting story. For the first three months of 1927, American tire manufacturers used 94,000 tons of new rubber and 33,805 tons of second-hand. Last year in the same period, when the rush to cheap material had already begun, 86,757 tons of new rubber were used, with less than 20,000 tons of reclaimed."

"As we declared, in advertising and otherwise, when the turn to reclaimed rubber began more than a year ago, you can't save rubber by using less of it. Tire manufacturers are now using, according to the figures quoted, much more than a first second-hand rubber in their raw material, and the proportion of reclaimed is increasing."

"The result is that tires made of such materials wear out quickly, the demand for tires is much greater, and the money of all is to pay nearly as much for cheap goods as for the best, which yield twice or three times the mileage."

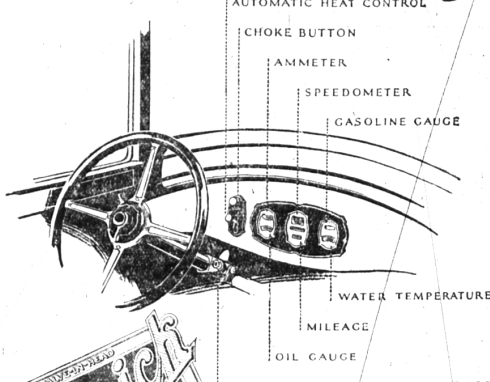
## SHOCK TEST DEVICE FOR AMBULANCE IS GIVEN A TRIAL

If it is important that limousines travel with a minimum of jolts for the occupant, it is obviously more important that ambulances should be free from strain. Tests of the riding qualities of these emergency vehicles are being made in connection with all future purchases by the Bureau, according to H. K. Cummings, chief of the automotive power section of the Bureau of Standards.

The device used in effecting these tests is described as "something similar to the seismograph (used in detecting earth tremors) and may be set so that an electrical contact is made whenever it receives a jar or bump of a certain magnitude."

Paris staged another centennial celebration recently, when some one remembered that the first giraffe ever seen in France arrived at the Paris Zoo in 1827. It is said that the populace of that day viewed the strange creature with incredulity almost equal to that related of the American farmer, who, upon seeing a giraffe for the first time, gravely shook his head and declared: "There ain't no such animal!"

# BUICK for 1928



- AUTOMATIC HEAT CONTROL
- CHOKE BUTTON
- AMMETER
- SPEEDOMETER
- GASOLINE GAUGE
- WATER TEMPERATURE GAUGE
- MILEAGE
- OIL GAUGE
- IGNITION-STEERING WHEEL DOUBLE-LOCK

## One Glance tells the story

In Buick for 1928, everything you want to know about your car's performance—every indicator and dial—is before you, indirectly lighted under glass.

The beauty of this improved instrument board, the quality and style of the instruments themselves—typify the luxury and refinement which characterize every detail of Buick for 1928.

Buick today offers greater beauty, luxury, and comfort than ever before—greater speed and power with quicker getaway. See the car that surpasses all others in popularity and value.

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.

## Rollin H. Williams

602 S. WOODWARD - PHONE 1200

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM