

# Of INTEREST TO MOTORISTS

# ECONOMY

## FORD GIVES SAME SERVICE

DETROIT, April 11.—Absolute uniformity of service in the new Ford Model "A" and Model "V8" trucks is being maintained by the Ford Motor company through a plan which involves the training of the Ford plants, of 10,000 garage mechanics.

For weeks the Ford branch plants, and the Detroit factories have assumed the character of a gigantic training school, in which every Ford dealer in the United States is sending one or more representatives.

## SYSTEM OF IMPROVING USED CARS SEEN AS STEP TOWARD PROGRESS

In former years used cars usually were sold "as is."

This system by which the purchaser assumed all the risks of the transaction is disappearing before the power of sound merchandising practices in the used car field such as mark the policies of the "Good Will" used car dealer.

Today the "Good Will" used car business is a successful enterprise because high ethics and honest values have gained the confidence and consequently the continued patronage of artificial customers.

This school for service men began with the training of superintendents and foremen of the 36 branch plants of the company in the United States. Months before the Model "A" Ford car was introduced, these men from the branch plants were being schooled in the Ford factories near Detroit in the manufacture and assembly of the new car. They returned to the branches and immediately began the training of men for dealers in their respective territories.

**Body and Fender Repairing**  
**Top and Curtain Work**  
**Sedan and Windshield Glass**

**Mulchaey's Auto Body Hospital**  
**314 S. Woodward**  
(IN THE CADILLAC GARAGE BLDG.)

Phone Birmingham 1438

**This Car** has been carefully checked as shown by marks below

- Motor
- Radiator
- Rear Axle
- Transmission
- Steering
- Lights
- Ignition
- Battery
- Tires
- Upholstery
- Top
- Fenders
- Finish

**USED CARS** with an OK that counts

**USED CARS** with an OK that counts

Because we are delivering more new Chevrolets than at any other time in our history, we are offering a number of exceptional values in reconditioned used cars.

Our used cars carry an official O. K. tag which is reproduced on this page. Attached to a used car by a Chevrolet dealer it signifies that every vital part of the car has been inspected, properly reconditioned

Reasons why you should buy your used car from a Chevrolet dealer

- Chevrolet dealers have been selected by the Chevrolet Motor Company on the basis of their honesty, integrity and dependability.
- Chevrolet dealers offer used cars on a plan originated and endorsed by the Chevrolet Motor Company.
- Chevrolet dealers have the necessary tools and equipment to properly recondition used cars.
- Chevrolet dealers desire the best kind of used car buyers the same as they now enjoy from new car buyers.

**A few of our exceptional Used Car values "with an OK that counts"**

**CHEVROLET COACH, 1927**  
Only used a few months—fully equipped with all extras, nothing to spend but the purchase price. \$145 down, balance 15 months. G. M. A. C. terms. WITH AN O. K. THAT COUNTS

**CHEVROLET ROADSTER, 1925**  
Motor, axle and transmission mechanically perfect. This car can be handled with a small down payment and a long time balance. WITH AN O. K. THAT COUNTS

**NASH ADVANCED SIX 4-DOOR SEDAN, 1927**  
The appearance and mechanical condition of this car will satisfy the most critical buyer. As clean as a new car, many extras, halloon tires, thoroughly inspected and reconditioned. An unusual bargain that must be seen to be appreciated. WITH AN O. K. THAT COUNTS

**CHEVROLET CABRIOLET, 1927**  
Only driven a few thousand miles. A real good car at a used car price. Fully equipped with all extras. Buy this at big discount and have a good car. \$160 down, balance one year. G. M. A. C. terms. WITH AN O. K. THAT COUNTS

**STUDEBAKER BIG SIX TOURING**  
This car has a new paint job and is in A-1 condition. \$80 down, balance on easy terms. WITH AN O. K. THAT COUNTS

**Tracy & Cotton, Inc.**  
Open Nights and Sundays Woodward at Ruffner  
BIRMINGHAM, MICH.

Associate Dealer  
**Carlson & Dantzer**  
Berkley, Mich.

**Dependability, Satisfaction and Honest Value**

## OAKLAND HAS HIGH TOTAL

Pontiac, Mich., April 11.—With an April schedule of only 7,500 more Oakland and Pontiac Sixes than during April of 1927, the Oakland Motor Car Company is establishing a production record of nearly 100,000 cars for the first four months of the year.

This Oakland-Pontiac production represents an increase of 85 per cent over the 53,057 automobiles which the company built during the corresponding period of last year.

Each of the four months of this year saw the company establish a new Oakland-Pontiac production record. Twice during February it was found necessary to increase the production schedule and the continuing influx of orders from the company's big dealer organization has resulted in equal production for March and April.

The schedule increases during February were rendered possible principally through the opening of a third production line in the Pontiac Six factory. High production was maintained in March despite the fact that the Oakland Six factory was closed during the last week of the month to permit

movement of the old Oakland assembly building to the new \$3,000,000 assembly plant which started producing cars on April 2d.

"With both cars now being equipped with the latest word in precision machinery, we face the growing Spring demand with the same confidence," said W. E. Tracy, vice-president in charge of sales.

## DANGER SEEN IN SHIFTING TIRES

"We join in warning car owners against shifting worn tires from rear to front wheels," says Leon B. Miller, of Miller's Tire & Battery Service, distributor of General tires in Birmingham.

"Conditions change. Originally, that was pretty good advice. Tires on rear wheels usually have the hardest work to do, and such a shift meant that one might get an additional mile out of a worn rear by giving it an easier job to do on the front. But traffic is more congested than formerly and cars are made for quicker pickup and more speed than ever before," said W. E. Tracy, the last few miles, gained by shifting cripples to front wheels, are, he says, highly dangerous miles.

"The best way to avoid danger, of course, is to use new, dependable rubber at all times. In these days of fast driving and crowded highways it is actually much less dangerous to have a blowout on a rear wheel than on a front.

"In the event of a rear blow-out, a car can usually be kept under control until it can be brought to a stop. If a front tire blows, at the usual high speed, many cars are instantly out of control and the driver is on his way over the curb, into another car, or on a new journey that may end at the undertaker's."

"Much the safest usage is to change tires around, beginning with the front. If they are brought to wheel at stated intervals, so they obtain even wear. Then, when old are or accident overtakes them, they should be traded in under the modern merchandising plan and new tires obtained."

"Spare should also be kept at hand, whether there are accidents or not. A spare will actually 'pay' longer in service than if left riding in the spare position till the regular working tires are worn out.

## AVIATOR-MOTORIST SEES WONDER AGE IN 25 YEARS

Fifty million automobiles in the United States transcontinental highways 400 feet wide, on which only thirty hours will be needed to go at least seventy-five miles an hour, plentiful and convenient garages ten, fifteen and twenty stories tall; transoceanic air lines, week-end trips from New York to California and communication by television between a town in the West and New York, Paris or London—such are not the romantic imaginings of Jules Verne but the considered predictions of Captain E. V. Rickenbacker, war ace and aviator.

Captain Rickenbacker, who is now connected with the Cadillac Company, talked this way last week at a meeting of Cadillac-La Salle executives and their guests. He did not fail to be specific. He said that the wonders he described would be realities "not later than 1950," and he added that he did not base his prophecy on dreams, but on his "actual experience with transportation of all kinds in the last twenty-six years."

Launching into his vision of the future, Captain Rickenbacker said: "You are going to have super-highways crossing this whole United States of America, highways not 100 feet wide, but 400 feet wide. The great cities are not going to demand that these highways be diverted through the communities; they are going to want to be linked up with them by highways of their own."

"The day will come when you will go down one of these highways at seventy-five, eighty or eighty-five miles an hour, and if you don't travel seventy miles an hour you won't be able to stay on the highway. You will be pushed off by traffic cops.

"It isn't twenty-five years away when the airplane will be one of the biggest in the world."

In five years' time Los Angeles will only be fifteen or twenty hours from New York City. It is only thirty hours to the west. The airplanes of today are mere toys in comparison with those of tomorrow.

"I happen to be rather close to the television. I know one of the inventors of that device. I have seen an example of it recently which would shock the ordinary individual.

"The day will come, and it is not five years away, when your wife will be able to go down to the dealer in women's wearing apparel in your home town and see the fashion show that is taking place in New York at the same instant. She will catch a Paris and London fashion show at the same time, too.

"If she likes a certain model and it is on the continent and she gets her order from Los Angeles, for example, into New York before it is packed that long, it will get out on the night express and it will be there the next day so that to wear it to the afternoon tea. There is nothing radical about that. I am not telling anything that is going to happen. It has happened.

"Realize what radio, television and aircraft transportation are going to do for this country. You will be able to week-end in California instead of spending a week to go there and a week to get back. Don't fool yourselves. That is a fact. And the railroads are going to have a part in this new world.

Getting right down to dollar and cents—when economy goes beyond initial price and makes itself felt in operating and maintenance costs throughout a long truck life, it points the sure road to profits.

Low operating costs, dependability, power and speed stand out boldly in the experiences of the hundreds of thousands of operators of Graham Brothers Trucks and Commercial Cars. . . . And the economy becomes most complete and convincing when the extremely low initial prices are noted.

Let us show you the exact size and body type for your business.

**THOMAS J. DOYLE, INC.**  
32-36 Judson Street  
PONTIAC  
Phone Pontiac

**JACKSON MOTOR SALES**  
1400 Woodward Ave.  
ROYAL OAK  
R. O. 2253

**GRAHAM BROTHER TRUCKS**  
119 S. Woodward  
BIRMINGHAM  
Phone 2986

Sold and Serviced by Dealer Brothers Everywhere

**Would You buy the same make of car Again?**

**87.79% of Buick owners (practically nine out of every ten) answer "yes"—a greater degree of owner loyalty than any other leading make of car can claim. . . . Owners know car value! Drive a Buick and experience the fullest measure of motor car satisfaction**

**BUICK**

SEDANS \$1195 to \$1995 COUPES \$1195 to \$1850 SPORT MODELS \$1195 to \$1523  
All prices, o. b. Flint, Mich., government tax to be added. The G. M. A. C. finance plan, the most desirable, is available.

**ROLLIN H. WILLIAMS**  
602 S. WOODWARD - PHONE 1200

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM