

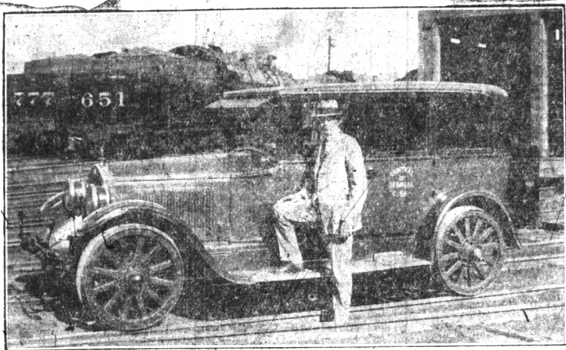
# Of Interest to Motorists

## CHEVROLET TURNS OUT 91,585 CARS IN MONTH OF JANUARY

All Records For Previous January Productions Are Shattered

Detroit, Mich., Feb. 23: All previous January production records were shattered here last month by the Chevrolet Motor Company when the total output for the thirty-day period reached 91,585 units. W. S. Knudsen, president and general manager, announced today.

This figure topped by nearly 20,000 units the 73,676 cars and trucks produced in January, 1927, and more than doubled the output for the corresponding month in 1926 when only 46,437 units were manufactured. This figure topped by nearly 20,000 units the 73,676 cars and trucks produced in January, 1927, and more than doubled the output for the corresponding month in 1926 when only 46,437 units were manufactured.



C. Baldwin, superintendent of the Columbus Division, Central of Georgia Railway, is shown with the Buick which he uses as an inspection car. Like the Northern Pacific, which also cuts inspection costs by

using a Buick for this work, the Central of Georgia reports entire satisfaction with the car. "I am frank to say that it comes up to my every expectation," Mr. Baldwin wrote.

## Another Buick Takes To Rails

## COME TO INSPECT CAR; THEY BUY 2

Man And Wife So Pleased They Decide Each Should Have One

A resident of Harrisburg, Pa., went down to the Hupmobile sales room there not long ago for a demonstration of the Six of the Century. As reported by R. S. Cole, Hupmobile general sales manager, he had not driven the car five minutes before he had been here for long to allow his wife to see it. She immediately wished to drive it, and was at the wheel on the return to the salesroom.

There the couple decided that each should have a personal car. The wife chose a coupe; her husband a sedan.

"Sincerely a day purchaser, but brings incidents as unusual as this," says Mr. Cole. "A man in Minneapolis said it was the most motor car for the money he ever saw. In San Antonio another buyer made a cash deposit of \$100 more than the delivered price of a custom-equipped sedan, and agreed to leave it on the salesroom floor a week, to secure the car's possible delivery. When after the car's initial showing there, a man was waiting for him with his check book, and bought it immediately. A woman came into our distributor's building in Seattle, followed by her husband, check book in his hand. She wanted to ride in the car. After the demonstration her husband bought and paid for the car right then and there.

"At Salt Lake City a price-guessing contest on a custom-equipped sedan began, and \$2,100 was the lowest estimate and \$3,500 as the highest. The car's factory price is \$1,750.

Shreveport, La., a man followed the first car from the unloading dock at the freight station to the showroom and bought it. A telephone bank official at Allentown, Pa., offered to use their influence with the telephone company to speed up payments of the cars they bought. In Augusta a man cancelled an order for a car, paying \$4,000 more than the New Hupmobile Six of the Century and bought one. At Montgomery, Ala., prospective buyers turned in their used car and waited their turn on delivery—manifesting their willingness to walk to get one of the cars the quickest possible way.

Another Harrisburg, Pa., resident offered to buy the scenic distributor organization a turkey dinner if delivery could be made within the next two weeks.

## STUDEBAKER GETS OCEAN ORDER

SOUTH BEND, Feb. 15: Increased demand for American automobiles in Europe was most forcibly indicated here yesterday, when at 3:00 a. m., a transatlantic telephone order for 14 Studebaker and Ex-More cars was received from The Hague, Holland, by H. S. Welch, manager of export sales of the Studebaker corporation of America.

The telephone order, which was for approximately \$100,000 worth of automobiles, was placed by L. W. Manson, Studebaker-Eskimo distributor at The Hague.

During the conversation between The Hague and South Bend, a distance of approximately 4,700 miles, Mr. Manson explained that the urgency of the telephone call was necessitated by the unprecedented demand for Studebaker's new President Eight and the new Erskine six.



## The Battery Dollar That Rolls Farthest

More useful life in your car from a Willard Charged-Bone Dry Battery. You see the acid poured in. You know it's a brand new battery. And you know, too, that you'll never have to pay for a re-insulation job at any time during its life in your car.

Birmingham Battery Service 125 East Maple Phone 902

## The Willard Battery men

## Mulchaey's Auto Body Hospital

NOW AT

314 S. Woodward (IN THE CADILLAC GARAGE BLDG.)

BODY AND FENDER-REPAIRING TOP AND CURTAIN WORK SEDAN AND WINDSHIELD GLASS

Phone Birmingham 1438

The Supreme Combination of all that is fine in Motor Cars

The Packard Eight Sedan Locomotive \$4615.00 delivered

## Supreme Comfort, Beauty, Distinction and Performance

THE clientele which Packard serves with the new 143-inch wheelbase Packard Eight is the most sophisticated and exacting in the world. Those who may pay \$4,000, \$1,000, \$1,000,000 or more for a motor car expect no compromise with the highest quality art and science of modern motor building may achieve. They demand the best that money can buy.

Packard for 41 years has served this discriminating international clientele. Served so well that today from Monterey to Monte Carlo, from Seville to Shanghai no motor car boasts

a higher reputation or a more universal prestige. Here is the car par excellence—Packard's supreme accomplishment—truly the best built car in the world. No slightest detail has been neglected, in color, in finish, in upholstery. In the Packard Eight you may select whatever your own individuality demands—from twenty-eight standard and custom bodies.

The beauty and distinction of the Packard Eight are by words the world over. But you must drive it to know its comfort and the performance into which you may translate its more than 100 horsepower.

## PACKARD

ASK THE MAN WHO OWNS ONE

EVANS-LEGG MOTOR CO. 119 South Woodward Ave. Birmingham, Mich. Phone 301

## WE HEARD IT SAID BY—

Chief William Putnam, Bloomfield Hills Police: "I wish to express my gratitude to the Eccentric for the story regarding speeders and red-light runners in Bloomfield Hills. Since the story appeared speeding has fallen off considerably. In fact, during the past week, we have not had an offender either against the speed limit or the traffic laws."

Grant said at a recent dealer meeting.

To achieve this record volume the seven great assembly plants strung across the Continent are on peak production schedules in answer to calls from the 45 Chevrolet zone distributors for ample cars to assure prompt delivery to the public. Another assembly plant with a production capacity of 350 cars a day will get into full swing within a few weeks at Atlanta, Ga. Management the facilities of the other factories now running to capacity.

A measure of how enthusiastic the new car was received by the public is shown by the fact that the January production schedule had to be stepped up on six different occasions to keep the manufacturing volume on an even keel with rapidly piling up orders. The first tentative figure for the month was set on Nov. 17 and called for the building of 72,008 units.

Five hundred more units were added to this figure on December 17 and on January 2, after factory officials saw the measure of enthusiasm the new car was commanding. In 1000 additional units were ordered built. On January 15 this figure was stepped in another thousand units, and since that date two general orders went out to assembly plants to over-run a total of 8,000 more cars and trucks.

Finished cars are leaving the factories with all possible dispatch that stops in all quarters of the country may have an ample supply to make prompt delivery on all models. In addition, the seventeen overseas plants operated by General Motors Export are humming along at full speed to supply the foreign market with the "Bigger and Better" line.

The fine for attempted suicide in Lucknow, India, is \$20, and Jonathan Stevens has paid a total of \$80 for three attempts.

Park Your Car HERE! 25c (Next to Evans-Legg Sales Kim, North side.)

Hargreaves Cord Tires and Quality Tubes

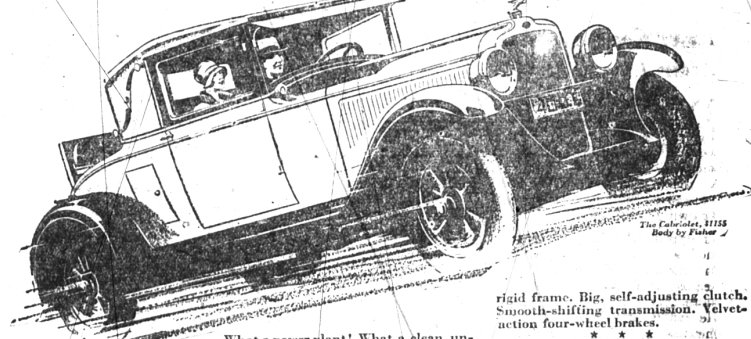


We will advise you HAVE you been experiencing trouble? We will help you. Have your tires becoming disappointing? We will assist you. Do you think that you have been paying too much for the upkeep of your car? We will come to your rescue.

The Shop That Gives Your Dollar a Long Ride

SAUNDERS-ELDER BATTERIES & SERVICE TIRES & SERVICE ACCESSORIES 119 S. Woodward Phone 301

# Powered by a Brute of an Engine All-American in Design



Special Sport Equipment Available on all body-types: Six wire wheels with tires... special front suspension... tire wells... two-speed steering locks and locking rings... collapsible trunk rack... \$100 extra on open cars... \$110 on closed cars... disc wheels with same equipment... \$75 on open cars... \$85 on closed models.

What a power plant! What a clean, uncluttered example of advanced engineering design! That's what you think when you lift the hood of the All-American Six. That's why this brilliant car is amazing everyone who takes the wheel.

A brute of an engine, indeed. With a 79 point crankcase... crankcase and cylinder block of "bridge-truss" design... generously large connecting rods and other vital parts. With many other notable advancements... G-M-R cylinder head... fuel pump... full pressure oiling of moving parts.

And the same throughout the chassis. Quality construction everywhere. Deep,

rigid frame. Big, self-adjusting clutch. Smooth-shifting transmission. Velvet-action four-wheel brakes.

Small wonder it's famous for conquering America's stiffest mountain grades. Small wonder it has never found the road too rough or the pace too trying!

Yet for all its wealth of power, it's silent and satin-smooth. And for speed and snap and handling ease... just drive it yourself and see!

PRICES

|                    |        |              |        |
|--------------------|--------|--------------|--------|
| 2-Door Sedan       | \$1045 | 4-Door Sedan | \$1145 |
| London Coupe       | \$1045 | Cabriolet    | \$1155 |
| Short 4-Door Sedan | \$1075 | Landau Sedan | \$1265 |

Non-Series Packard Six, \$745 to \$825. All prices factory. Delivered prices include installation, optional accessories. Easy to pay on the General Motors Finance Plan.

SHAW MOTOR SALES 700 S. WOODWARD AVE. PHONE 1160

# OAKLAND ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS