

Paved Roads Cut Operation Cost

Studies conducted by various highway departments, prove in a striking fashion the difference in motor vehicle operation costs over improved and unimproved roads. These are average econ-

omies and apply to tires and other equipment. These studies are now being effectively used by the Bureau of Public Traffic basis which roads should have precedence in improvement.

Chrysler Utilizes Rubber Cushioning

Reports from automobile shows throughout the country indicate wide interest in devices developed by car manufacturers as aids to riding comfort. The use of rubber for its purpose in cars of the medium and lower price classes is a subject of repeated inquiry by visitors to the shows, according to Horace Shaw, of Shaw Bros., local Chrysler distributors. The ingenious methods by which this pliable substance is adapted for absorbing vibrations, absorbing road shocks and eliminating noise due to contact of metal with metal rarely fail to elicit inquiry.

New uses for rubber in chassis construction were first developed for the Imperial '80," and rubber spring mountings have now been passed along by the operation to other Chrysler models, the '72" and '62." With the introduction of rubber, metal shackles are entirely dispensed with, spring ends being anchored in blocks of live rubber.

In addition to this use in spring suspension, rubber is applied in other ways to insure quiet, long-lived operation and passenger comfort. Among the uses of rubber recently devised by the engineers is its application to cushion engine mountings. Here also, instead of metal-to-metal contact is obtained, sound vibrations are kept from passing through the frame into the body of the car, and riding ease is gained.

A specially designed machine has been added to the company's laboratory equipment by which all shipments of rubber received are subjected to tests whereby tensile strength is determined. Rubber intended for use must stretch at least 620 per cent before it will stand a resistance in excess of one strain that would never be put on it in actual driving.

Mrs. Maude Wetmore, daughter of a former governor and senator from Rhode Island, is the new president of the Women's National Republican Club.

Try An Eccentric Classified Ad.

MANY USES FOUND FOR BUICKS WHICH PASS OUT OF SERVICE

Flint, Mich., Feb. 22.—What becomes of all the automobiles? This is the question which arises naturally in many minds, in response to the news that the automotive industry is turning up in anticipation of a record-shattering production in 1928. Obviously, a certain proportion of the three or four million cars built in this country each year go to replace vehicles which have passed out of service as such. It is equally certain that not all of the replaced cars have been turned over. But where, then, are they?

This is the question asked of A. B. Batterson, director of advertising for the Buick Motor company. Mr. Batterson answered that while he could speak only for Buick, the files of the Buick photographs showing these cars making good in lines outside ordinary highway transportation.

"In the first place, fully three-quarters of all the two million Buicks which have been built are still in service as motor cars," said Mr. Batterson. "Of those which are not, hundreds have been converted into power plants of various sorts. Some are running outfits, some are marine use and many more find useful employment in various phases of construction work."

"We recently issued through our news service a picture of a Buick sedan which the Northern Pacific lines had transformed into a 'locomotive' by substituting steel flanges for the rubber tires. Since then, we find that this is not entirely unique. C. Baldwin, superintendent of the Columbus Division of the Central of Georgia Railway, has sent us a photograph of himself and the converted Buick which he uses for inspection of his line. It enables him to keep track of his equipment over his long hauls at a fraction of the cost of using the steam engine formerly used."

"These are only a few of the unusual jobs which Buick's reputation for power and staminality has suggested to users in various parts of the world. The list is being enlarged constantly, answering Mr. Baldwin says. Thousands of cars keep on earning their way long after their value as transportation has been extracted, the only limit to such use, apparently, being the ingenuity of their owners."

WE HEARD IT SAID BY

L. A. Morgan, of Oakland avenue, who this week returned from a tour of Florida and Cuba for his firm, the Guardian Trust Co. of Detroit: "To be sure, Florida is a real estate debauch two years ago, and is now paying the penalty of such an orgy. Fundamentally, however, Florida is showing its nearness to the great population centers of the United States assures Florida of a perpetual winter population of tourists. In less than five years, I predict, Florida will be on its feet again financially, and will make rapid strides toward its rightful condition of greatness."

OAKLAND BOOSTS FEBRUARY OUTPUT

Heavier Demand Necessitates Record 25,000 Unit Production

Pontiac, Mich., Feb. 22.—The Oakland Motor Car Company will build 25,000 Oakland and Pontiac cars during the month of February. A new high record. This announcement coming from W. R. Tracy, vice president in charge of sales, steps up the previously announced record of 22,268 cars scheduled for February by nearly 3,000 cars and will be an advance of more than 5,000 cars over the January record of 19,774 cars.

"The building of 25,000 cars this month, a record for Oakland-Pontiac production, will be made possible by the opening of the third Pontiac assembly line," Mr. Tracy said.

"When we announced 22,268 as our production schedule for February, this figure was not based on possible orders, but on actual orders. So when the orders continued to pour in, it became necessary to increase our production to 25,000 cars."

"I may say," Mr. Tracy continued, "that this schedule increase is made possible by the ability of our production department to expand its facilities, principally through the completion of the third Pontiac assembly line, now under construction. This line, which will afford an increase of 50 per cent over our present Pontiac production capacity, will be ready for operation by the middle of February."

G. M. C. FIRM FILM SHOWN ON BOAT

NEW YORK, Feb. 15.—Sales of American automobiles in 104 foreign countries and the work done by assembly plants abroad are a powerful factor in rapidly changing the social and economic habits of the populace in the greater part of the world today, said Harry Tippet, general sales manager of General Motors Export Company, at the preview of "General Motors Around the World," a motion picture which was shown here to 500 guests aboard the Aquitana.

The influence of the motor car—which the majority of foreign countries mean preponderantly the American motor car—is so powerful, Mr. Tippet said, it stimulates the construction and use of better roadways, resulting in better distribution and the possibility of marketing quantities and in greater quantities and in the people; and again, the assembling and selling of automobiles means increased employment and the road raising of the standard of living among the population.

RUBBER RESERVE REDUCTION SEEN

Reduction of between 35,000 and 50,000 tons in the world's crude rubber reserve, dependent upon the volume of Dutch production, was forecast in an interview today by William O'Neil, president of the General Tire and Rubber company. O'Neil is widely known and quoted as an authority on the crude rubber situation. The interview followed official announcement this week that the Stevenson act, designed by the British to restrict exports on crude rubber, will be unchanged at 60 percent release. O'Neil voiced the opinion that the announcement would furnish bullish arguments for speculators but that should rubber buyers would have to look further than what is apparent, with all the complexities presented in the situation.

He took occasion to denounce the restriction act as "unsound" and "economically ineffective" and dangerous to the British as well as to the rubber manufacturer. "It is time the British came to realize after these years of experience the unsoundness and economic ineffectiveness of a rigid restriction scheme."

52 Issues of The Eccentric \$1.50

NEW American Edition of STUDEBAKER'S ERSKINE SIX

\$795



40 miles per hour—when NEW 62-mile speed later!

Due to advanced engineering, precision workmanship and fine quality materials, the new American Edition of the Erskine Six may be driven at 40-mile speed 14.5 miles per hour for 24 consecutive hours, establishing itself as champion of its price class. No stock car priced under \$1,000 has ever equalled this record.

This means far more to you as an Erskine owner than simply eliminating the tedious driving of a new car at 40-miles-an-hour for the first 500 to 1,000 miles. It means that Erskine engines are carefully seasoned on the dynamometer—that every part is subjected to the most rigid inspection—that your Erskine has been assembled with first-class precision. Such cars heretofore have been found only in the luxury-price class!

Proof of these qualities of construction is found in the performance of the new American Edition of the Erskine Six at the Atlantic City Speedway. Here a stock Erskine sedan traveled better than 54 miles per hour for 24 consecutive hours, establishing itself as champion of its price class. No stock car priced under \$1,000 has ever equalled this record.

Try out this new Erskine Six car—doors nearly a yard wide—rear seats 4 feet wide—shock absorbers. A more powerful car—brilliant 6-cylinder performance with thrifty gas and oil consumption—amplified action 4-wheel brakes.

A sensational, low priced, fine-car value worthy of the 70-year-old Studebaker tradition.

Jewell Motors, Inc.

Claude E. Mosher, Manager

203 PIERCE STREET PHONE 1450

A Sensational Achievement in Beauty and Performance



Offering marvelous new bodies by Fisher, styled with all the artistry and originality for which the Fisher name is famous... and providing all the brilliant performance advantages of an improved valve-in-head motor—the Bigger and Better Chevrolet is hailed throughout America as a sensational achievement in beauty and performance!

Every model in the Chevrolet line is worthy of detailed comparison with cars costing hundreds of dollars more—not only in brilliance of execution but in richness and completeness of appointment as well.

But not until you take the wheel and drive do you get the full significance of this latest Chevrolet achievement. Only then can you know the thrilling results of the most remarkable chassis advancements that Chevrolet has ever announced!

You owe it to yourself to come in and learn the details of this sensational new car. Come in today!

Reduced Prices!

The COACH \$585

The Touring Roadster \$495
The Coupe \$595
The 4-Door Sedan \$675
The Sport Cabriolet \$665
The Imperial \$715
Utility Truck (Chassis Only) \$495
Light Delivery (Chassis Only) \$775

All prices c. o. d. Plus Michigan

Check Chevrolet Delivered Prices

They include the lowest handling and financing charges available.

Tracy & Cotton, Inc.

Open Nights and Sundays Woodward at Ruffner BIRMINGHAM, MICH.

Associate Dealer Carlsson & Dantzer Berkeley, Mich.

He preferred New Hupmobile Six to Car Costing \$1000 More

Buyer Cancels Order for Higher Priced Car After Inspecting the Six of the Century

DRAWING the patronage of buyers accustomed to paying far more for distinctive beauty and finished performance, the new Hupmobile Six of the Century continues to win sales from a field far above its own price.

Among the many instances Hupmobile dealers report is that of the motorist who had paid a deposit on a car costing \$1,000 more than the Hupmobile Six. He caught his first glimpse of the new Hupmobile and promptly cancelled his previous order, taking immediate delivery of a Hupmobile custom sedan.

Sparkling individuality of line and equipment is playing a part in the building of record sales for this new Six of the Century. But still more, the driving ease, the remarkable responsiveness of the new Hupmobile to every phase of motoring, is spreading the popularity of this car with thousands of owners.

Before you pay more than the Hupmobile price for any car, be sure you know what the Six of the Century offers in beauty and value. It is everywhere proclaimed by experienced buyers the "only underpriced car of the year."



24 Standard and Custom-equipped body styles \$1345 to \$1625; c. o. d. Detroit, plus revenue tax.

NEW HUPMOBILE

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