

# Of Interest to Motorists

## CHEVROLET IN NEW RECORD

Announcement was made today by Paul Cotton of Tracy & Cotton Inc., Chevrolet dealers in Birmingham that all past sales records for any new model of any car have been broken by Chevrolet with the sale and delivery of 250,000 cars since Jan. 1. The event was celebrated on

Monday evening, with a big radio party, broadcast over 12 stations extending from Boston to San Antonio, including the territory as far south as Jacksonville, Fla., and as far west as Dulles, Neb. The Chevrolet division was the host, not only to the General Motors "family," but to several million listeners.

*The Street Old Tom*  
Tom, Tom, the pipe's son.  
Stole a car that wouldn't run.  
The engine's knocks  
Were heard for blocks.  
So now Tom's making little rucks.

## MILLIONS TO SPEND BILLIONS TOURING THIS YEAR, PREDICTION

WASHINGTON, March 12.—Motoring this year will bring out 44,000,000 tourists, who will spend a total of \$3,620,000,000 in the United States and Canada!

This surprising tourist business is the prediction made by Frank E. Brimmer, camp director, in the February issue of the American Motorist.

Out of this vast total Brimmer estimates, hotels and tourists' houses will reap approximately \$2,400,000,000, the remainder being left by campers.

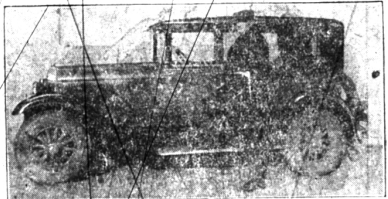
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## Thirteen Straight



Emil Gregor, retired farmer and banker of Waterville, Minn., and his Oakland All-American Six, the latest of thirteen Oakland which he started buying in 1915.

## AUTO CLUB IS LARGEST IN U.S.

With an increase of 10,021 members during the past year, the Detroit Automobile club has established a new national record in growth and size. Records, issued by the American Automobile association, show that the Detroit club with 70,000 members leads more than 1,000 other A. A. A. clubs in the United States in total size and in annual growth.

The Chicago Motor club showed an increase of 8,812 members; the California State association gained 6,044; District of Columbia added 4,298, and the New York Automobile club increased 3,408. The Automobile Club of Southern California increased 1,928.

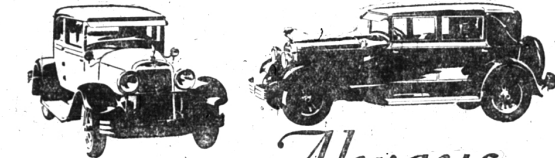
### WE HEARD IT SAID BY—

H. J. Hammel, 125 north Woodward avenue: "Every body has been seeing that 'first robin' for the past few weeks. I have an idea that some robins stay here in Michigan all through the winter and on the first warm day in March or thereabouts, come out for a concert. I've been seeing a good many robins lately myself, but whether they are old friends or new acquaintances, I can't say."

organization of its kind in the world.

"The Detroit Automobile club has maintained this record through a constant improvement of service," said Mr. Bachman, "and so long as there is an avenue for increasing the methods of service and improving these now given, this organization should have no trouble in holding its secure position at the head of all the American clubs."

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118-inch chassis	\$1259
Coupe	1463
(Rumble Seat \$30 extra)	
Sedan	1325
127-inch chassis	
Standard Sedan	\$1359
Custom Victoria	1659
Custom Landau Sedan	1659
Custom 7-Pass. Sedan	1979

All prices v.o.b. Deloit.

Buyers can pay for cars out of (1) cash or (2) installment plan through our convenient, flexible financing plan.

The consistency of Hudson leadership is but the confirmation of its first principle, reliability in addition—to always lead.

In the beautifully designed and luxuriously finished bodies that feature the new Hudson Super-Sixes the same relation of value to price is made the Super-Six chassis famous.

for Economical Transportation



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"with an OK that counts"

- ✓ Motor
- ✓ Radiator
- ✓ Rear Axle
- ✓ Transmission
- ✓ Starting
- ✓ Lighting
- ✓ Ignition
- ✓ Battery
- ✓ Tires
- ✓ Upholstery
- ✓ Top
- ✓ Fenders
- ✓ Finish

OK by

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Associate Dealer  
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Berkley, Mich.  
**QUALITY AT LOW COST**

Woodward at Ruffner

## GOODYEAR ADDS AIRPLANE STUDY

Realizing the future in prospect for aeronautics, the Goodyear Tire & Rubber company has recently added a course in aeronautics to the subjects taught in the Goodyear Industrial University at Akron, Ohio, according to F. E. Sternal, Goodyear tire dealer at Woodward and Daines.

"Our company maintains the largest industrial university in the United States, making it possible for factory and office workers to continue their education and to prepare themselves for better positions," Mr. Sternal said.

"The new course in aeronautics, the first of its kind in America, will scientifically train men for work in this branch of the Goodyear company's business."

"Goodyear has been the largest builder of lighter-than-aircraft in this country for more than 12 years, and several years ago brought the Zeppelin patent and operating rights to the United States and may construct two large rigid airships for the government within the next six months."

"Many of the men enrolled in the aviation course will be attached to this subsidiary concern, and are at present receiving practical flying training in the Goodyear air yacht 'Pilgrim,' the world's smallest airship."

"Goodyear Industrial University has an enrollment of more than 2,000 students, all of whom are employees of the parent factory at Akron."

"Much of this work pertains to the rubber business, and many of the students are builders of Goodyear tires," Sternal said.

### DON'T LET THE MOTOR IDLE

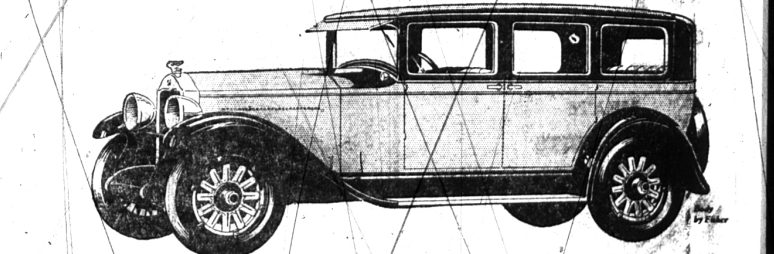
Allowing the motor to idle is not a good policy at any time, but during winter it may result more seriously. The idling motor is one that permits gasoline to seep down into the crankcase to dilute the oil. This results from the fact that the slow-burning components of the gasoline are not ignited when the engine runs at low speed. Dilution is serious enough during cold weather without adding it in this form. Many motorists think it pays to keep the engine running during brief winter stops in order to keep it warm. Engineers declare against the practice.

LOOK AT CHOKER FIRST  
It may seem strange, but overheating is one of the engine's most serious winter maladies. One of the most prolific causes of this trouble is running with the choke on. This, of course, causes the engine to run on an excessively rich mixture and at too high a temperature. The best plan in every respect is to push in the choke as soon as the engine starts and pull it out only for a moment when it shows signs of stalling.

# BUICK

## Outsells any other 3 cars in Buick's field

Motorists like you invest almost as many dollars in Buick motor cars as in any other THREE CARS in Buick's field . . .  
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SEDANS \$1195 to \$1995 COUPES \$1195 to \$1850 SPORT MODELS \$1195 to \$1915  
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