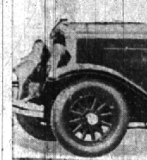
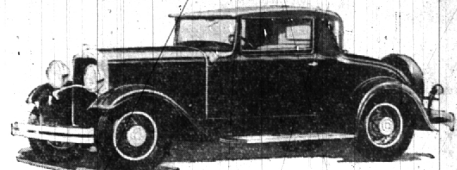
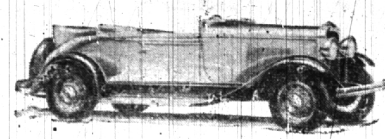
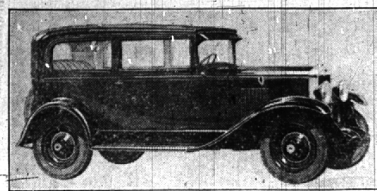


# New 1930 Models Have Marked Changes



SEE OUR EXHIBIT OF THE  
**Hupmobile**  
MODELS AND FEATURES  
ON DISPLAY  
IN THE THEATER LOBBY  
and in our  
SHOWROOM  
**Bell Bros. Garage**  
314 EAST MAPLE AVE.  
*"The 1930 Hupmobiles Are Great Cars"*

**Two New**  
medium priced  
100-horse power  
**Graham-Paige "8"s**  
Non-shatterable safety plate  
glass in all Models for 1930  
**Birmingham Motor Sales**  
479 S. Woodward Phone 2025

See the  
New Features  
of  
**Studebaker's Dynamic New**  
**Erskine**  
on display this week at the  
**Publix Kunsky Birmingham**  
Auto and Accessory Show  
AND  
IN OUR SHOWROOMS  
**Claude E. Mosher, Inc.**  
160 WEST MAPLE AVE. PHONE 6

**Publix Kunsky**  
**To Stage Auto Show**  
Machines and Accessories on Display  
Birmingham's First automobile show, featuring many of the latest models in the world of automotive engineering, opens today in the lobby of the Publix-Kunsky Birmingham Theater with a display of three of the most popular machines and exhibiting booths occupied by 12 of the village's dealers in automobiles, parts and service.  
Under the direction of H. C. Holah, manager of the theater, the show will continue for a week and will be opened to the public from noon each day until the close of the final theater performance each evening.  
The new front-drive Cord automobile and models of the Packard and the redesigned Model A Ford are on exhibition in the lobby of the theater which has been specially decorated for the show.  
Booths line the walls on both sides attended by representatives of a dozen dealers in nationally known automobiles and products which opened the new year at the National Automobile Show at the Grand Central Palace in New York on Jan. 4.  
**List of Exhibitors**  
Individual displays by the dealers in this territory listed at the show include the Bell Brothers, Hupmobile dealers; Birmingham Motor Sales, Graham Paige; Boughner Brothers, Hudson and Essex models; Oliver Cadillac Essex; dealers in Cadillac, LaSalle and Fleetwood models; George W. Erwin, Inc., De Soto branch of the Chrysler Motor Corp.; Gehring Chevrolet; Lawson Lynch, Inc.; Packard; Claude E. Mosher, Inc.; Studebaker and Erskine; Ramsey Auto Sales, Oldsmobile; E. W. Osborne, F. Shaw Brothers, Inc., Chrysler, Shaw Motor Sales, Oakland and Pontiac models; Auburn Sales Service, Cord and Auburn cars; Dutton's Top and Glass Shop; automobile glass and accessories; F. E. Sternal, tires and batteries; and the Klingsmith Tire Co., tires and batteries; David Filby, Inc., chauffeurs' uniforms.  
"The possibilities of a theater lobby as an exhibition hall," Holah says "are more rapidly becoming recognized by dealers all lines of materials and merchandise and with the opening of the first automobile show in Birmingham is the lobby of the Publix-Kunsky Birmingham Theater. I feel that the public will realize what an excellent attraction such a site offers."  
**Provide Decorations**  
"Theaters are better equipped to provide the decorations for an event of this kind and exhibitors are afforded an appropriate setting to display their products."

Announcing Two  
Great New Cars  
THE 1930  
**Hudson**  
and  
**Essex**  
To be on Display in our Showroom  
SUNDAY, JANUARY 12th  
See our exhibit of features  
in the  
Kunsky Birmingham Theater  
**Boughner Bros.**  
164 S. Woodward

and NOW.....  
a new **DE SOTO**  
**STRAIGHT EIGHT**  
as a companion car to the illustrious SIX  
**George W. Erwin, Inc.**  
450-452 S. Woodward  
Phone 2186

**Oldsmobile**  
ANNOUNCES  
Modish lines--improvements  
Also an exhibit of improvements at the  
Birmingham Theater  
**Ramsey's Auto Service**  
167 Brownell St.

## NEW MODEL 'A' FORD IN SHOW

Redesigned Bodies Feature 1930 Product On Display In Theater Lobby  
The E. W. Osborne Sales and Service, Inc., of Birmingham, will place an exhibit in the lobby of the Kunsky-Publix Birmingham Theater on Thursday, one of the new model A Fords with the other attractive displays of automobile and automobile parts dealers.  
Mr. Osborne described the car as follows:  
"Redesigned along ultra modern lines, the new bodies will have a distinctly refreshing appearance, with all the beauty and charm of contour, line and proportion usually associated only with custom coachwork and large cars."  
"The entire front of the Model A is raised and in beautiful proportion to the new body types. Moulding treatment is new, and fenders are of more generous dimensions, flowing with the lines of the car. A new treatment in the contour and sweep of the bodies, with a graceful forward pitch, gives the impression of fleetness."  
"Every line from the flat radiator cap to the tip of the low graceful curve of the rear fenders is new, clear cut and extremely smart."  
"Rustless steel will be used for radiator, shell, headlamps, hub caps—all are bright and shining and will stay so, for in this rustless steel the chromium is not on the outside, like a thing veneer, but is alloyed with the iron. Moisture, whether from water, steam, ice or snow will not rust it."  
"Perhaps the most striking change to catch the eye is the new radiator. Still retaining the Ford individuality, the contour of the shell is extremely attractive, blending beautifully with the fender lines and other changes. The top follows somewhat the lines of the old shell, with narrower lines down each side, which curve into a juncture at the starter opening in the center of the lower section."  
"This effect is heightened by a sturdy tie rod, finished in black enamel which rises in a graceful arch from each fender. It supports the license bracket, and the headlights, which are higher than before."

PACKARD "8"s

See the  
PACKARD "8"  
MODEL 745  
on display  
in the  
LOBBY  
of the  
BIRMINGHAM  
THEATER  
A Convertible \$7000  
Coupe at

LAWSON-LYNCH, Inc.  
670 South Woodward Ave. Phone 2171  
BIRMINGHAM

## SMOOTHER FLOW POWER EVOLVED

New Essex Challenger Motor Perfects New Type Of Riser  
An unusually smooth flow of power at all speeds is offered in the New Essex Challenger, many entirely new features that have been evolved and perfected in the course of extensive engineering research contributing to this.  
The new motor is equipped with a "free flow" moose horn manifold on a carburetor riser. The manifold proper is retained in the cylinder block and contains baffling in the passages heated in such a way as to provide uniform fuel mixture distribution to all cylinders. A 1 1/2 inch heat controlled Marvel carburetor is attached to an entirely new type of riser which is exhaust heated at the dome, providing initial evaporation of the liquid particles in the fuel stream. Automatic heat control is provided to accommodate varied atmospheric temperatures. These features provide better distribution and higher volumetric efficiency.  
 Pistons are of light weight, heat treated aluminum, unique in design, ground with a taper toward the crown, the split skirt being .001 inches larger in diameter at the bottom.  
An improved modern dual-flow splash oiling system is used. The oil is delivered to both ends of the motor after which the strainers flow toward the center where they combine and return to the sump. This equal oil distribution delivered in greater quantity, in conjunction with the relatively short path of the oil stream travel, gives uniform engine lubrication with relative cool oil and consequently cooler operating temperatures of the crank pins and main bearings.  
These combined features of new manifold, new riser, large carburetor, new dual flow improved splash lubricating system and the new non-detonating high compression head have contributed to a big increase in engine power.  
The arrangement of the parking lights in the Willys Six is entirely new. Instead of being mounted on the cow or in the fenders, the parking lights are carried immediately beneath the large head lamps.

Cadillac  
the New  
a Sixteen Cylinder Model introduced in Birmingham for the special anniversary  
WE ARE  
BIRMINGHAM  
Oliver Cadillac  
505 S. WOODWARD  
(Temporary)