

Oil Filter Protects Oakland Automobile

By B. H. Anhal, Chief Engineer, Oakland Motor Car Company. Friction is defined as the "resistance to motion due to the contact of surfaces."

Lubrication is our chief weapon against friction, and proper lubrication reduces frictional loss and wear to a minimum.

Absolute perfection, however, is difficult to attain, and even when we approximate it in the lubrication systems of the better automobiles, there is another factor remaining.

An automobile engine resembles a human in that it tries "to eat a peck of dirt" during its lifetime.

To overcome this condition the new Oakland Six is equipped with an oil filter.

This device has no moving parts and is entirely automatic. It consists of metal mesh and fabric through which the entire supply of engine lubricant passes several times an hour.

In addition to this newest method of bettering lubrication, the Oakland has an enlarged oil pan with an oil screen built its full length.

Today a Ford ship, sailing for home after carrying the name of Ford across the Atlantic to European ports for the first time, is proceeding on its way with clocks that were checked and regulated in the Ford Engineering Laboratories at Dearborn, Mich.

This careful attention to correct lubrication is helping solve the problems brought up by that greatest enemy of automobile engines—friction.

Precision Of Clocks Regulates Vast Ford Industries Of World

In every great industry, the element of time plays a most important part, but it would be difficult to find any institution where it requires such close attention as in the Ford organization which not only keeps one watchmaker continually at work, but in addition keeps a corps of clock men busy seeing that some hundred of clocks tick the time to the second.

This element of time radiates into every division of the Ford industry, regulating the hour when lumber reaches the mills, when coal is loaded, when the ore reaches the blast furnaces, when molten metal is poured, when motor cars are completed, when Ford trains move, Ford ships sail, Ford airplanes wing their way into space, and when Ford employees come to work and quit.

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It is the business of a watchmaker, whose workshop is in a bright little room at the Dearborn laboratories, that the ships' clocks are in perfect time. He also keeps check on the watches used by trainmen on the Detroit, Toledo & Ironton rail road, the Ford railway, and this alone is an important job.

Incidentally, the D. T. & I. is the only railway in the world that is entirely operated by its trainmen. Some 300 watches are constantly in use, and in "the handbook," the watchmaker's room ready to go out whenever the occasion requires.

Four chronometers and two master watches, checked daily by rail, are standards used for regulating all railroad watches of the Highland Park and River Rouge plants of the Ford Motor Company more than 100,000 in number.

Every clock man is maintained so that every clock registers the correct time day in and day out, serving impartially the workers and the company alike, in the great scheme of manufacture, for it is essential in order to maintain proper production costs and efficiency throughout the organization, that everything proceeds in exact order and upon the minute so that people throughout the world who are using Ford products may be served.

INCREASED PROFITS ALLOW STUDEBAKER TO REDUCE PRICES

Following the regular semi-annual directors' meeting held at South Bend on July 31, new Studebaker prices were announced.

A report of the finances of the corporation as revealed at the Directors' meeting showed that sales for the second quarter of 1925 were the largest in history representing an increase of 48 per cent over the corresponding period of 1924.

As a result of Studebaker factories working at peak capacity through May, June and July—months when the volume of business generally tapers off—production has been lowered. Profits have automatically increased.

One-Price Production. Another of the most inevitable economic effects through large scale production, Studebaker has been able to accomplish many savings in the manufacture of cars through making every vital part in one plant.

In announcing the new prices, Studebaker specifically points out that the price changes have been made without sacrifice in materials or workmanship in the product.

The advertisement "world wide good will," which recently appeared on poster boards and in magazines and newspapers everywhere, has called forth much discussion of the true value to a business of that highly prized yet intangible asset known as "good will."

"The good will of every owner," says Mr. A. A. Jackson, local Dodge Brothers dealer, "is an ideal which has dominated the policy of manufacturer and dealer alike ever since the first car, carrying the name Dodge Brothers, was designed. It is the confidence in the policies back of the car was as eagerly sought as confidence in the car itself."

"Important among these original policies back of Dodge Brothers' good will" sound policies which will be followed as long as Dodge Brothers Motor Car is built—is the principle of concentrating on the perfection of a single chassis.

"Production of an endless series of annual models was regarded as an unsound policy, a policy at wide variance with the avowed purpose of winning world wide good will."

"The slogan 'Constantly improved'—not so yearly models announced the policy clearly and showed the public exactly what they were buying when they bought cars bearing Dodge Brothers' name."

"Not once in well over ten years has the car failed to uphold and enhance its reputation for faithful performance. Not once have Dodge Brothers departed from their announced intention of supplying a product of consistent goodness and continued betterment without recourse to the policy of an endless series of annual models to stimulate sales."

GUST BAHM'S BIRMINGHAM SHOE SHINE PARLOR 114 E. Maple Ave. For Ladies and Gentlemen WE ALSO CLEAN HATS OF ALL KINDS Our Work is Guaranteed

SHERIFF'S SALE—By virtue of a writ of fieri facias, issued out of and under the seal of the Circuit Court for the County of Oakland and State of Michigan, to me directed and delivered, in favor of Allen L. McCormick against the goods and chattels, lands and tenements of Alfred Peltanen, 1 bid, on the 5th day of May, A.D. 1925, I did, upon and take all the right title and interest of said Alfred Peltanen in and to the following described real estate, situated in the County of Oakland and State of Michigan, to-wit: All that certain piece and parcel of land situated in the Village of Birmingham, County of Oakland and State of Michigan, known and described as Lot No. 4 of the subdivision of the land known as the Village of Birmingham, being a subdivision of part of the southeast corner of quarter Section 25 Town 2 North Range 10 East, and all of which I did sell to and for the use of said Alfred Peltanen, as a public auction, to the highest bidder, as the law directs, at the Eastern door of the County Building in the City of Pontiac, that same day to-wit, the 24th day of June, A.D. 1925, at 9 o'clock in the forenoon, Central Standard Time.

JOHN J. GAGLI, Attorney for Plaintiff, 114 Ford Bldg., Detroit, Mich. 14-20

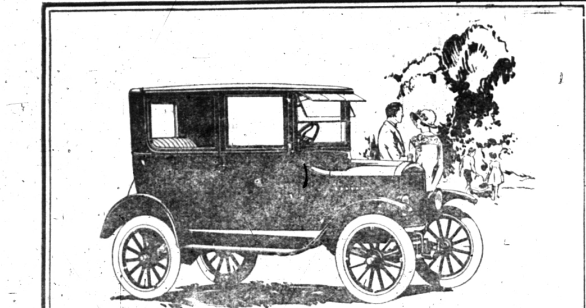
STATE OF MICHIGAN—In the Circuit Court for the County of Oakland in Chancery. Walter McClure, Plaintiff, vs. Mary Clemens McClure, Defendant, No. 12421. At a session of said Court, held in the Court Room in the City of Pontiac, on the 22nd day of July, A.D. 1925, PRESENT: Honorable Glenn G. Gillespie, Circuit Judge.

IT IS ORDERED, that the said defendant, Mary Clemens McClure, cause her appearance to be entered in this cause within three months from the date of this order, and in case of her appearing in this cause her answer to the plaintiff's bill of complaint to be filed, and a copy thereof to be served upon the plaintiff's attorney, within three days after service upon her of a copy of said bill and notice of this order, and that in default thereof said bill be taken as confessed by said non-resident defendant.

EDWARD G. WASEY, Attorney for Plaintiff, 1425 Pontiac Building, Detroit, Michigan.

and circulating in said County of Oakland and that such publication be continued week in each week for six consecutive weeks, so that no less than a copy of this order be served personally on said non-resident defendant at least twenty days before the date hereof for her appearance. AND IT IS FURTHER ORDERED that the said plaintiff cause a copy of this order to be mailed to said defendant at her last known post office address, by registered mail, and a return receipt demanded at least three days before the time herein prescribed for the appearance of the defendant. (Signed) GLENN G. GILLESPIE, Circuit Judge. EDWARD G. WASEY, Attorney for Plaintiff, 1425 Pontiac Building, Detroit, Michigan.

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Out Where the Paving Ends

Ever noticed the cars you meet in out-of-the-way places, approached by narrow, twisting trails or rough country roads? They are Fords nearly every one.

that it can pull through where heavy cars must balk. Take your Ford this summer and explore. There are delights awaiting you away from the beaten path that few know.



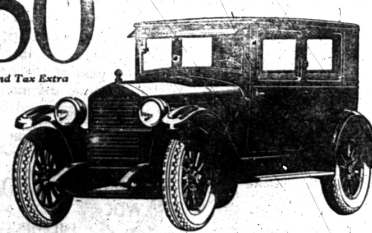
Runabout - \$260 Coupe - \$320 Touring Car - 290 Ford Sedan - \$60

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the easiest riding and steering Essex ever built—the finest in performance, appearance and workmanship. We believe it is the most economical car in the world to own and operate. Now it holds the greatest price advantage with the finest quality Essex ever offered.

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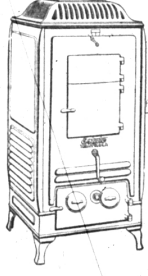
Think of it A ton of coal for you FREE. Illustration of a truck carrying coal.

IF YOU weren't among the thousands who took advantage of the big free coal offer last year, stop in and see us now.

—when you need it—your Heatrola will give you furnace comfort at store cost.

All over the country Heatrola Free Coal Clubs are forming again—and to every member a ton of coal will be delivered free.

Estate Heatrola is the new-day way of home heating. More efficient than a basement furnace, easier to operate, much easier on the coal supply. It looks like a handsome mahogany cabinet, and is installed in one of your living rooms—wherever there is a handy fine connection.



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Free Foot Comfort DEMONSTRATION Wednes'dy 19 August. Illustration of feet and shoes. This store will be open Wednesday afternoon and evening, August 19. YOUNG'S SHOE STORE 111 N. Woodward Ave. Birmingham