

Of Interest TO MOTORISTS

COLD WEATHER SUGGESTIONS ARE OFFERED

The vacation and touring season is ended and all that remains are memories of the good times enjoyed. There is one thing, however, that should not be forgotten and that is the good automobile that made the good times possible. A

little attention at this season will insure a continuance of automotive satisfaction during the coming winter.

A list of suggestions for preparing the automobile for the cold weather season following the summer driving period has been prepared by E. H. Stambaugh, general service manager of Oldsmobile. Mr. Stambaugh classifies these suggestions under "preventive maintenance," inasmuch as the items tend to prevent unnecessary maintenance charges.

"For six months," says Mr. Stambaugh, "privately owned automobiles, practically without exception, have traveled long and

fast over all types of roads and under varying conditions. Preventive maintenance attention to the car at this time will result in longer life and continued satisfactory performance in the future.

"We recommend that the following suggestions be carried out:

"Have the water in your cooling system replaced with a good anti-freeze solution as soon as climatic conditions require its use.

"Have the oil in the crankcase changed to winter grade.

"Lubricants in axle and transmission should be diluted or changed to cold weather grades.

"Body bolts and nuts should be tightened.

For Economical Transportation

CHEVROLET

USED CARS "with an OK that counts"

"O.K.'d" Used Cars are the Best to Buy!

You can buy a used car from us with confidence—with the definite knowledge that all work done on the car was performed by expert mechanics, using genuine parts. And

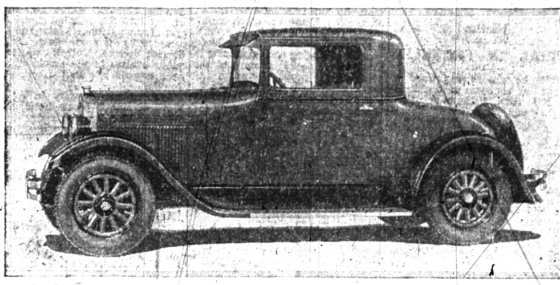
the famous "O. K." tag on the radiator cap still further assures you of its dependable quality. Make sure the used car you buy bears the "OK tag that counts."

Tracy & Cotton, Inc.

Open Night and Sundays—Woodward at Ruffner
Birmingham, Mich.

QUALITY AT LOW COST

New Dodge Brothers Coupe Fleet and Smart Appearing



Dodge Brothers, Inc. is introducing this coupe—fleet, powerful, smart—as the latest addition to its line of fast fours. Because of its unusual roominess and the correct design of the seat it is more than ordinarily comfortable. New and original body lines and striking colors make the car extremely attractive.

"The chassis should be given thorough lubrication.

"Have generator checked for proper winter charging rates.

"Carburetor adjusted to prevent excessive use of choke.

"Distribution points should be checked for proper contact.

"See that the water in the battery is at the proper level.

"Lights should be checked for proper focus.

"Have front wheels checked for proper alignment to prevent tire wear.

"Brakes should be inspected for proper adjustment.

"Tire tread should be checked for proper wear.

"Checkup exposed screw heads and nuts with paint to prevent rust unless they are protected by maximum plating such as in new steel on Oldsmobiles.

"Following these preventative measures will amply repay the car owner in increased driving satisfaction."

two story office building, 40 by 204 feet.

Completion of the Atlanta project will provide the Chevrolet Motor Company with eight assembly plants throughout the country and an export plant at Bloomfield, New Jersey. Domestic assembly plants are located in Flint, Michigan; Tarrytown, New York; Norwood, Ohio; Oakland, California; Buffalo, New York; Janesville, Wisconsin; and St. Louis, Missouri. In addition Chevrolet maintains manufacturing plants in Detroit, Bay City, Saginaw, Flint and Toledo.

Car company during September was 22,079 Oakland and Pontiac Sixes, a gain of 37 per cent over the corresponding month of 1936.

It is announced by W. R. Tracy, vice-president in charge of sales,

This percentage of gain represents an increase of 3,945 units over September, 1936, when the company sold 16,134 cars.

The aggregate of Oakland and Pontiac Six sales during the first nine months of this year was 156,258 as compared with the corresponding months of 1936 when 111,821 units were sold. The gain of 44,437 sales during this period is an increase of 39.7 per cent.

During the present year Oakland Pontiac production has been unable to keep pace with consumer demand, so the figures for production and sales during the nine months are practically identical.

"The new and finer Pontiac Six

Oakland Motors

Reports Sales

PONTIAC, Mich., Oct. 17.—The sales total of the Oakland Motor

PRAISE GIVEN BUICK OF 1928

FLINT, Oct. 17.—The riding ease of Buick for 1928 is one of the real automotive sensations of the year.

This is the consensus of opinion among 375 Buick dealers from the Memphis, Atlanta, Jacksonville and Pittsburgh Buick branch territories who have been here during the last two weeks. These dealers were asked to comment on the points about Buick which were exciting warmest public comment, and they were almost unanimous in the belief that its riding comfort was most generally praised.

The exceptions were found principally among dealers from the Pittsburgh territory, which is mountainous. Dealers from that section felt that Buick's power plant, which makes conquest of the steepest hill a simple matter, ranked with its riding ease in importance to owners.

The factors making for this much-discussed comfort in Buick for 1928 are three-fold. First there are hydraulic shock absorbers front and rear on all models. Then there is complete re-designing of the cantilever springs, which have been a Buick feature for years, in order to coordinate them properly with the absorber equipment on each model. Third, deep-cushion form-fitting upholstery is used in the Fisher Bodies to further smooth out road shocks.

CHEVROLET PLAN A NEW FACTORY

DETROIT, Oct. 17.—An indication that the automobile industry is looking forward toward increasing prosperity was noted here today with the announcement by the Chevrolet Motor company that construction will start immediately on a new Chevrolet assembly plant in Atlanta.

The Atlanta plant has been made necessary to adequately meet the requirements of the rapidly growing demand for Chevrolet cars in the South and at the same time to relieve the Cincinnati plant, which has been operating on an overtime basis to care for southeastern business as well as that from more immediate territory. The Atlanta plant will serve particularly Georgia, Florida and parts of Alabama and South Carolina.

When completed early next spring the plant will represent an investment of more than \$2,250,000, covering acreage, buildings and equipment. Thirty-one acres of ground have been taken over for the Atlanta layout. Building plans call for 410,000 square feet of floor space, including plants, office and driveway shed.

The plant will be one of the largest and finest of its kind in the south with a capacity of 350 cars a day. Work will be provided for 1,200 people and the payroll will exceed \$8,000 daily.

The assembly plant proper will be a one story unit, 800 by 320 feet, of face brick construction with a monitor steel roof. There will be a Fisher Body division of similar construction, 160 by 650 feet, and a parts supply shed, 120 by 204 feet. Plans also call for a

announced early this year at lower prices, brought a gratifying increase in demand," says Mr. Tracy. "And the new Pontiac Six factory completed in January enabled us to take advantage of that demand. Then in August the new All-American Six was announced and we were able to make the necessary increase in production through the release of more space in the Oakland Six factory which previously had been devoted to the building of Pontiacs."

Fastest and Finest OF FOURS

A Brilliant New Line of Cars

America discovered the value of this brilliant new car with a swiftness only rivaled by the car itself. Everything about it appeals to the mood of the hour.

Its amazing pick-up—from 0 to 25 miles an hour in less than 7 seconds! Its effortless mastery of distance at a mile a minute! Its trim, streamline beauty—finished in the smartest colors.

The way it grips the road at sharp turns—cushions passengers over rough roads—travels in "high" up steep grades!

Its economy at the curb—17½ feet of parking space suffice! Its economy on the road—25 miles per gallon at 25 miles per hour!

Never have Dodge Brothers sold a sedan so low in price—so high in value—so thoroughly in tune with the taste and spirit of the time.

And our purchase plan will interest you as much as the car itself.

EVANS-LEGG MOTOR CO.
119 S. Woodward, Birmingham
Phone 301

DODGE BROTHERS MOTOR CARS

12,000 PONTIAC SIXES IN NINE MONTHS

—43,000 more than were produced in all of 1926, when this brilliant General Motors product set a world record for a new make of car!

—an amazing record, first because of its sheer magnitude; and second because it has been made during the most competitive year in automotive history!

—proof that the whole world acknowledges the superiorities of Fisher bodies in styling, comfort and construction; proof that the whole world is learning how Pontiac smoothness, power and silence cannot be duplicated in its price field—for the

Pontiac Six engine is the largest used in any six priced below \$1,000.

—Fisher body luxury! The highest type of six-cylinder performance! Now both are combined at the lowest price in history—\$745 for the two-door Sedan!

—Come in! See today's Pontiac Six! Learn how little it really costs to own a high quality six—the six whose volume supremacy is proved by spectacular popularity.

SHAW MOTOR SALES

700 S. Woodward Ave.

Phone 1160

BIRMINGHAM

The New and Finer

PONTIAC SIX

New lower prices on all body types (Effective July 15)

Coupe - - - - - \$745
Sport Roadster - - - - - \$745



Sport Cabriolet - - - - - \$795
Landau Sedan - - - - - \$845
De Luxe Landau Sedan - - - - - \$925

The New Oakland All-American Six, 1938, is \$1785. All prices of factory. Delivery price includes motor, oil and tires. Charge. Easy to pay on the General Motors Time Payment Plan.



THE PACKARD SIX
5 PASSENGER SEDAN
\$2285
AT THE FACTORY

Your used car will be accepted as cash for a Packard Six

THE average used car traded in for a Packard Six is worth one-third the price of the new car.

Thousands have found that their used cars have not only made the down payment on their new cars but in addition reduced the amount of the already small monthly payments.

Your car may be worth more or less than the average but in either case, it will reduce most materially the amount of money you must pay at any one time to have a Packard Six.

When may we see your car? If it is not convenient for you to call, let us know and we shall send someone to decide upon its value and at the same time let you have an opportunity to examine and drive one of the new cars.

Why deny yourself one of the finest things of life when it will cost you nothing additional to have it? We can show you that this is true and shall welcome the opportunity to tell you how you may have a Packard Six without sacrifice or inconvenience.

PACKARD

ASK THE MAN WHO OWNS ONE

EVANS-LEGG MOTOR CO.

119 South Woodward Avenue
Birmingham, Michigan

Phone 301