

RECORD YEAR IS PLANNED

The Chevrolet Motor company in 1928 is planning to break all production and sales records in the history of the Company according to Paul R. Cotton of Tracy & Cotton, local Chevrolet dealer, who recently returned from Detroit where he attended the annual Chevrolet sales meeting in the Oriole Theater.

Nearly eight hundred Chevrolet dealers who attended the meeting heard R. H. Grant, vice president in charge of Sales of the Chevrolet Motor company, sound the keynote of the biggest campaign ever undertaken by Chevrolet. Mr. Grant outlined the plan for the sale of more than a million units in 1928.

"Never before did a Chevrolet meeting create such unbridled enthusiasm as was displayed over the Chevrolet prospects for the year," Mr. Cotton declared.

Detroit, Regional and Zone officials of the company assisted Mr. Grant in the conducting of the meeting which took the form of the most comprehensive sales presentation of its kind ever made by an automobile manufacturer. Talks were illustrated in the form of playlets, depicting the proper procedure to be followed in the successful operation of a retail automobile business.

Immediately following the meeting the dealers were guests of the Chevrolet Motor company at an elaborate banquet in the Statler hotel.

An added feature of the meeting was an address by Mr. J. C. Chick, who is regional sales manager. A. H. Goodman, Detroit, zone sales manager, and C. L. Garner, Flint zone sales manager.

The Detroit meeting was the ninth of the series of 43 similar meetings that are to be held this winter and spring from coast to coast.

WE HEARD IT SAID BY—

East C. Potter, of Detroit's Travel bureau, within three years a new type of trans-Atlantic transportation will be in use, I believe, via the air.

A huge airship, capable of carrying 100 passengers, is now being constructed in England; it will have a regular promenade deck, dance hall and—I presume—the regulation barroom. This type of travel will become popular, will shorten the time required to reach America and Europe, and will not be much more expensive than by steamer.

Under The Hood

That automobile that was supposed to go 30 miles on a gallon of gas—and didn't, despite its perfect behavior otherwise—must have something wrong with it or the manufacturer is selling his goods under false pretenses.

Most likely there's nothing wrong with the car and the maker is perfectly truthful in his contention of so great a mileage for his product.

What's wrong is in the driving. Economy depends on how a car is driven. A person may be in a terrible hurry one day and make a worse showing for the car's performance than the next, when he drives at a uniform rate without overtaxing the motor.

The same car driven on the same day, over the same route by two different drivers may perform as differently as it would on two occasions by the same driver on two opposing roads.

The man in a hurry accelerates in low gear to the maximum in order to make a quick getaway,

raising the engine inordinately to achieve his purpose. He slams on his brakes for quick stops, and shifts into lower gear going up hills as soon as he feels the slightest inclination of the car to lag. He goes into second for railroad crossings, if he's at all cautious, ready for a quick shift into high once across.

Infact, such a driver depends on the lower gears for power and acceleration—and thus uses up extra gas to lower the advertised mileage of the car considerably.

Another man, driving the same car under the same conditions, takes his time at the getaway. He gets into first just enough to give the car a start. He proceeds in second at a moderate rate and he gets into high as soon as possible, going on at a moderate rate of speed.

Such a driver, looking for economy in fuel consumption, has his eyes far ahead of the traffic, watching for openings, expecting traffic signals beforehand and having something wrong with it or the manufacturer is selling his goods under false pretenses.

Thus, anticipating the movements of traffic, he is able to keep going steadily in high, slowing up before traffic slows and accelerating still in high as soon as his way is clear.

Going up hill he accelerates enough to make the grade in high even though the car slows down noticeably. And when at the top, he may even shut off the motor and coast down the other side, re-engaging the motor with the clutch when its power is needed.

That is how mileage is obtained, greater fuel economy is derived and the strain on the engine is reduced.

Furthermore, that is how the car can be made to live longer.

And still furthermore, the hasty driver does not get there enough sooner to pay for the economical difference and for the extra wear and tear on his automobile.

HISTORY MADE IN AUTO SHOW

Detroit's twenty-seventh Auto Show will pass into history with the record of having been the greatest buying show in the history of the Detroit Auto Dealers' association, and attended by many more than the 100,000 which formerly was the attendance goal.

Not only has the show established these two records, but for the first time in the history of these exhibitions the displays of the exhibitors remained intact until the last day.

Show Manager H. H. Shuart this year required that all displays remain until the doors closed on the last night, something which never before obtained in Detroit. This is a departure inaugurated this year by all the larger shows, through the National Association of Automobile Show and Association managers.

A. V. Comings, Philadelphia, secretary of this national organization,

visited the Detroit Show on his annual tour of inspection. "I attended the Cleveland Show Thursday," said Comings, "and I was particularly impressed with the amount of bona-fide orders that exhibitors are obtaining in the show there and I find the same thing true in Detroit. Both of the cities have shows which compare more than favorably with the national shows of New York and Chicago, and it is gratifying to our organization to note that in practically every large center in the country where shows have been held the attendance and the general public interest augurs a prosperous year for the entire automotive industry."

OAKLAND USES NEW SUPPLY

Continuing the policy of keeping its engines up to the latest developments in engineering, the Oakland Motor Car company this year has equipped the New Series Pontiac Six with the pump-

feed type of fuel supply. This with the G. M. R. cylinder head, a new carburetor and improved manifold, brings the Pontiac Six new advantages in economy, reliability and performance.

Flooding of the engine is guarded against, fuel supply is conserved and easy starting is insured. Maximum power with a high degree of economy has been worked out to bring to the motor car owner that enviable combination—economical and dependable transportation.

Exactly the amount of gasoline needed is provided by the new fuel pump, which is driven directly from the cam shaft. Thus, when the starter first turns over the motor, just the required amount of gasoline is forced into the carburetor. Then in the carburetor an ingenious device automatically shuts off the gasoline when the proper quantity has been injected, preventing flooding. The gasoline pump is of exactly the same type as was introduced by the Oakland All-American Six.

The carburetor is of an entirely new vertical type, built especially for the Pontiac Six, and embodies two distinctive features—the Venturi Choke and the Inter-

nal Economizer. The Venturi Choke develops high velocity at speed of the motor is raised auto- matically when the motor is started to an idling speed corresponding to a road speed of 15 miles an hour.

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AN ENERGY SAVER, TOO

In the matter of car-care, it is not often that the motor owner has to be advised against giving too much attention to specific units. Necessitated parts are an exception; particularly in winter when they quickly show signs of weathering. When they take on that tarnished look, do not reach for the rag and can of polish. Too much polish removes the finish. It is better to keep an oily rag handy, in the garage and use it occasionally.

General Motors salesmen are giving their sales talks in about 15 different languages in over 100 different countries.

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The Packard Six Is a Five Year Car

RECORDS kept by Packard dealers the country over show that the average Packard Six has been driven less than two and a half years.

The same records indicate that Packard Six owners are keeping their new cars an average of nearly five years. Most of them have graduated from lower-priced, shorter-lived cars.

These owners have convinced themselves with cold figures that on a five-year basis a Packard Six is no more expensive—more economical if anything—than a half-priced car. And naturally they prefer Packard ownership.

Before you invest in any car come in and see and drive one of the beautiful new Packard Six models. We will show you how easily you may own a car of true distinction and highest quality.

It is likely that your used car will more than cover the down payment on a Packard Six and reduce the already low monthly payments required under our purchase-out-of-income plan.


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Tracy & Cotton, Inc.

Announce Enlarged Facilities

BECAUSE of the tremendous popularity of the Bigger and Better Chevrolet in this Community, we have found it necessary to increase our facilities for the sale and service of Chevrolet cars and trucks. Accordingly, in addition to the quarters which we have occupied for the past year at Woodward and Ruffner, we have leased the space adjoining--which will be ready for occupancy within a few days. This will make it possible to keep on display at all times a full line of Chevrolet passenger cars and trucks, and will greatly increase the size of our service department--providing complete metropolitan facilities for Chevrolet owners in Birmingham and vicinity.

TRACY & COTTON, Inc.

Woodward and Ruffner Phone 851



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