

MOTOR NEWS

From Road & Showroom

CHEVROLET ANNOUNCES ITS NEW CAR

Surpassing all its former achievements as a leader in the building of low cost transportation, the Chevrolet Motor Company announces "the most distinctive low priced automobile of all time."

The announcement today of a complete new line of Chevrolet cars follows immediately on the heels of Chevrolet's greatest year when its volume of one million units made it the world's largest builder of automobiles, and presages a year of unexampled activity for the organization that has been the pioneer volume producer of gear shift motor cars.

Known as the "Bigger and Better" Chevrolet, the new car that goes on display throughout the United States today, not only succeeds the "Most Beautiful Chevrolet" but incorporates all the advantages that made the latter so popular and in addition embodies a host of refinements that combine to produce what General Motors officials believe will be the sensation of the automobile industry in 1928.

A Picture

A quick picture of the new car, that seems destined to write a new chapter into the history of the automobile business may be had by noting the following highlights of the 1928 Chevrolet:

Extended "wheelbase," greater speed and power, four wheel brakes, longer, roomier Fisher bodies, new Duco colors, thermoplastic coating, shock absorbing springs, motor enclosure, and indirectly lighted instrument panel—other advantages built into a result of lessons learned through 15 years of constant progress.

The "Bigger and Better" Chevrolet owes its outstanding virtues to the manifold facilities at the plant of the Chevrolet Motor

Company including The General Motors Proving Ground, the Chevrolet Research Laboratory, the Chevrolet experimental department, and the skill and resources of the Fisher Body Corporation.

Seven passenger cars, including five closed and two open types, comprise the line. Every driving requirement is cared for in the make and appointments of the various body types.

Beauty in appearance, performance in driving and economy in operation are the keystones of the car that owes its every detail to withering tests of days, weeks and months under all types of weather, road and driving conditions.

Every detail has been proved true in exhaustive tests. As a result, the new line achieves to a degree hitherto unexampled in the low priced field a standard of striking color combinations, completeness of equipment and attention to style, comfort and luxury.

The new car has a distinctive big car appearance entirely foreign to its price class. This is achieved by adding four inches to the wheelbase, bringing the present total to 107 inches.

The frame also has been deepened and strengthened to make a smoother, sturdier and better balanced car.

Add Inches

The four inches that have been added to the frame materially increase the beauty, and the effect of bigness, of the finished product.

Stressing the beauty of line and new, honeycombed, Harrison radiators of deep, slender, graceful design. Their added depth has so raised the front of the car that from the cowl to the base of the new low radiator cap the line is unbroken and fairly level.

Radiator shells are of non-rust airplane metal; while thermoplastic control the radiator system adds additional features.

Complementing the extra four inches in wheelbase is increased length at several of the body types. The coach body is five inches longer than a year ago; the sedan body likewise has been in-

creased two and three-quarters inches.

Among the many new body refinements is a fully enclosed and indirectly lighted instrument panel, oval in shape, with speedometer, ammeter and oil gauge, in full view for day and night driving.

All passenger models have larger 30 by 4.50 balloon tires and steel disc wheels as standard equipment. Other standard equipment includes spotlight, rear view mirror, gasoline gauge, complete tool set, and theft proof steering and ignition lock. Additional equipment is standard with individual models.

All closed-bodies are by Fisher, styled and designed with the smartness and beauty for which the Fisher name is famous. All are of complete steel and hardwood construction of the type found on the highest priced cars. And all are finished in genuine Duco colors—five beautiful combinations on the seven models.

The Imperial Landau is finished in Cossack brown Duco with Mountain brown body heading and gold striping; the Coupe and Sedan in Faience green Duco with black body heading and striping in gold and yellow; the sport car is Dundee gray Duco with Brocade green Duco heading and gold striping; the coach is Avenue green Duco, Tartan tan wheels, black heading and striping in gold and yellow; the four door model in Falmouth gray Duco with body heading in black and striping in gold.

Improvements

Mechanically the car has been improved to parallel its increased speed and roadability in its new beauty and advanced body design. It is powered by an improved valve-in-head engine that in road tests developed 34.6 percent more power and approximately five more miles per hour than the previous Chevrolet engine.

New features developed in the engine include a new motor enclosure which completely covers the valve lifts and makes for a quieter and cleaner engine; a crankcase breathing system which eliminates the leakage of engine fumes through the motor; a new two-port exhaust; new

VICTORY SIX INTRODUCED BY DODGE BROS.

DETROIT, Jan. 4.—After 18 months of development work, Dodge Brothers, Inc., has officially announced the Victory Six, a passenger car containing a number of marked innovations. It is long and low in appearance, capable of sustained high speeds, and priced from \$1,045 to \$1,170; the standard sedan selling at \$1,095 f. o. b. Detroit.

Plans for 1928 at Dodge Brothers include the continuance of the Standard Four, equipped with 4-cylinder engines and priced at \$875 for the sedan, and the Senior Six, priced at \$1,595 for the sedan, in addition to the Victory Six. The Graham Brothers Truck division, which has just completed the most prosperous year in its history, will continue to build commercial cars and trucks of five capacities: 2-ton, 1 1/2-ton, 1-ton and 7/8-ton.

See Large Demand

"With this program," said President F. G. Wilmer, "the Dodge dealers are prepared to meet a wide range of the demand for automotive transportation. These three distinct classifications of passenger cars and five separate types of trucks fit into a high percentage of the public's requirements as indicated by the industry's total sales.

Tentative schedules for the year indicate that nearly three-fourths of Dodge Brothers' passenger car production will consist of Victory Six models including a coupe at \$1,045, a coupe with rubber seat at \$1,095, a sedan at \$1,095, de luxe sedan at \$1,170, and a de luxe brougham at \$1,170.

Grilling tests during which more than 1,000 miles were rolled up by engineers in both experimental and actual production runs, revealed the formal alloy, constant clearance "invar" pistons, new hydro-laminated camshaft gears, improved mushroom valve tappets, and larger camshaft.

An oil pump provides efficient lubrication to all bearing surfaces; while an AC oil filter and an air cleaner protect all moving parts of the engine from dirt and other foreign matter, thus adding materially to the life of the motor.

ouncement of the Victory. Some of the test cars, on durability runs, were kept going on the highways until their speedometers showed over 100,000 miles; speed performance on the Indianapolis track demonstrated that the car was capable of maintaining nearly 70 miles an hour an average in thousand-mile grinds. For months preliminary to the formal announcement, Victory Six models have been subjected to all sorts and conditions of roadwork in all parts of the United States; their drivers taking them 14,000 feet up mountains and far below sea level on the steepest descents.

Officials of the Dodge company state that the new car embodies several basic innovations in automotive construction and design. To provide road-holding qualities necessary for high speeds and at the same time to permit the low sweeping body lines dictated by fashion without sacrificing stiffness or road clearance, Dodge Brothers is employing a design entirely new to the industry. The body and chassis are joined in the Victory Six, are a single unit.

Structural Distinction

Because conventional sills and cross-members are closer together, with the center of gravity is closer to the road and the overall height of the car is above an ordinary man's height, the location of gravity and union of chassis and body are made to form a marked stabilizing effect, reducing side sway and adding greatly to riding comfort. The frame of the Victory Six chassis is so deep that no splash shields are necessary, thus eliminating a source of noise.

Further structural distinctiveness has been obtained by a novel type body design which may be described as a steel shell welded inside an outer steel shell to form a suitable wall with an air space between. What automotive engineers graphically and laudatorily describe as "manipulating" in all-steel body construction, in factually has been suppressed by perforation and other sound-deadening devices, leaving, they assert, strength, lightness, appearance, and absence of rattles as a result.

The engine developed exclusively for the Victory Six is an L-shaped, medium duty type, with bore of 3 1/2 inches and stroke of 3 1/2 inches. Pistons are aluminum alloy. Seven bearings support the crankshaft, which turns at approximately 1,255 r. p. m. at 25 miles an hour and about 3,500 r. p. m. at 65 miles an hour. The engine is rigidly supported and careful balancing of the 52 pound crankshaft, to counterbalance the inertia of the piston dampers are used. Gear shift positions are 2, A, B, shift shafts never to left on clutch for low and to right and back for high.

The school Lock-Lock hydraulic footbrakes extend internally against a drum 12 inches in diameter. The parking brake consists of a 1,000 lb. weight of cast iron. The entire passenger car production of Dodge Brothers, in all three divisions, will be supplied in wide varieties of color combinations.



Today, Chevrolet presents the crowning triumph of sixteen years' continuous progress—a great new automobile so impressive in appearance, performance and staunchness that it marks the opening of a new era of luxurious transportation at low cost.

click-of-the-hell acceleration—the ability to maintain 50, 55 and 60 miles an hour without the slightest signs of forcing or fatigue—the safety of four-wheel brakes—the steering ease that can only result from a ball bearing worm and gear steering mechanism—and comfort over all roads at all speeds due to semi-elliptic shock absorber springs—84% of the wheelbase.

Come in—see the car—and learn how Chevrolet has again electrified America by creating a bigger and better motor car and offering it at throughout the entire speed range a wide margin of power for hills—

Every feature of advanced design demanded in the finest cars now offered in the New Chevrolet! Read this partial list.

Improved valve-in-head motor.
New stronger frame 4" longer wheelbase 107".
Thermostat control cooling system.
New alloy "invar strut" pistons.
New instrument panel, indirectly lighted.
New two-port exhaust.
New ball bearing worm and gear steering.
Semi-elliptic shock absorber springs; 84% of wheelbase.

Safety gasoline tank at rear.
Larger balloon tires 20" x 3 1/2".
New streamline fenders by Fisher.
Aerodynamically smooth, New Duco colors.
The broad, striping and spot-lack.
AC oil filter.
AC air cleaner.
Semi-elliptic shock absorber springs.
New crankcase breathing system.
Honeycombed radiator.
Vacuum tank fuel supply.

Improved Dylea-Remy D12 motor ignition.
Combination tail and stop light.
Large 17" steering wheel.
Spark and throttle levers located at top.
Fisher's "V" one piece windshield in closed models.
Automatic windshield wiper on closed models.
Semi-bearing rear axle.

4-Wheel Brakes

Announcing The VICTORY SIX BY DODGE BROTHERS

And the double steel walls mean double protection in case of accident—double the safety of any type of body. A staunch body, with doors that close with a substantial and non-metallic snap.

Quiet and Comfortable

The aim of all engineering is simplicity, for simplicity means economy—strength—SILENCE. There are only 8 major parts in the Victory body—and they are welded into a single unit. Not a point to squeak or rattle. A silent body.

And Dodge Brothers powerful new six-cylinder motor—specially engineered for the Victory—preserves this luxurious quietness all speeds.

A Car of Striking Beauty

Body and chassis built as a single unit—without the customary body sill—permits lower over-all height with liberal head-room and road-clearance.

Splash shields, a constant source of noise and annoyance are replaced by the wide, deep Victory chassis frame; wide, heavy-gauge one-piece fenders and drum-type head-lamps are provided. Upholstery, hardware, instruments, color combinations and other appointments satisfy the most exacting demands of style and good taste.

Indeed, you have a distinct and thrilling impression that the car in which you are riding is long, low, swift and safe—a car of surpassing originality and smartness down to the smallest detail.

From an engineering standpoint The Victory is radically new, radically different and thoroughly original— is literally years ahead of its time in many vital features.

In a very real sense, too, it compares with no other car of class, because NO car, either here or abroad, provides features that are comparable. To enjoy these advantages you must buy THIS car, for elsewhere they simply do not exist.

Revolutionary New Principles of Design

1. For the first time since the invention of the automobile, the chassis and body of The Victory are a single integral unit—the wide, deep Victory chassis frame, flush with the lines of the body, replaces the customary body sills. (Henceforth, the body was mounted on a sill and body in turn mounted on the chassis.)

2. For the first time in history, battleship construction (i.e., double steel walls) is here applied to the motor car.

Spectacular Performance

The results of these, and other basic innovations are astonishing in their effect on every phase of motor

Tune in on WWJ for Dodge Brothers Radio Program every Thursday Night, 8 to 8:30—NBC Red Network.

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