

# NO INTEREST TO MOTORISTS

## NEW OIL FILTER PROTECTS CAR

How the oil filter works and whether it is working properly is of interest to every motorist who wants to secure over many thousands of miles of service, freedom from engine wear and from need of adjustments or replacements according to C. E. Evans, of the Evans-Logg company, local Dodge Brothers dealers.

"Too many owners," says Mr. Evans, "are briefly informed at the time of purchase that an oil filter is part of the standard equipment of the new car but are not told how important the filter is in prolonging engine life. Sometimes the salesman tells the buyer that the engine oil filter is 'engine life insurance,' but too often the owner overlooks the fact that, in the policy lapse, that is, the filter becomes no longer effective and should be replaced.

"Some manufacturers recommend replacement at the end of a specified mileage, some when a test indicates that the oil no longer flows through the filter sufficiently freely—the result of gradual accumulation of sludge and abrasives removed from the oil circulating system.

"Tests made in the laboratory indicate that the harmful nature of the material which the filter removes, if left in the black tarry looking clack sack residing in the engine, is harmful and if neglected, moved from a new car is harmful matter and the analyzed it is found to consist of sand and gritty matter

as well as small particles of metal particles which is worn from the cylinder walls and piston rings during the breaking in.

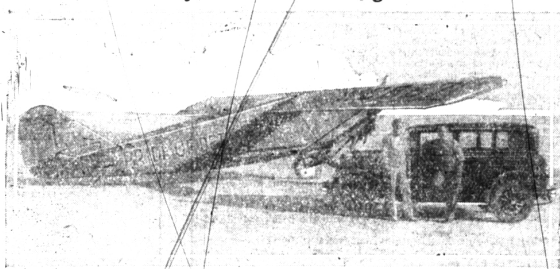
"The canvas breather and the carburetor air filter exclude dust just which might otherwise enter the engine. Any fine material which does get in and become mixed with the oil is trapped on the filter. Otherwise the fine dirt would circulate again and again, and cause wear of cylinder walls, pistons, rings, bearings and in fact all parts inside the engine which turn or slide one against the other.

"The oil filter should be tested every two or three thousand miles by the mechanic in the approved service station or by the owner. The method of testing is very simple, consisting of merely opening a small valve in the oil filter outlet pipe. If the oil flows freely when the engine is running slowly the filter is good for further service but if the oil flows in a flow or drips slowly even when the engine is stopped, it is evidence of abnormal operating pressure is shown on the oil gauge on the dash, the filter has become clogged and should be replaced.

"The filter is conveniently located where it can be removed at a time by simply loosening the two oil tube connections with a wrench and one clamp bolt with a screw driver. In fact changing an oil filter is just about as simple as changing a spark plug.

"As the filter permits the driver to use the oil two or three times longer before it is necessary to replace it several times over during its life—had it neglected, moved from a new car is harmful matter and the analyzed it is found to consist of sand and gritty matter

## Detroit's Flyers Welcome New Victory Six On Daytona Beach During Endurance Trials



Brook and Scherer, famous Detroit flyers, who spent much time in Florida this winter endeavoring to lower the endurance flying record were enthusiastic in their praise of the Dodge Brothers Victory Six. The "Pride of Detroit," with which they flew the greater distance around the world, is shown along with the first Victory Six sedan to be exhibited in Florida.

## 5 COACHES RUN FOR PRICE OF 1

WASHINGTON, Feb. 29.—Five motor coaches can be operated on regular schedules at the same cost per mile as one steam passenger train, according to a survey just completed by the Bus Division of the American Automobile Association.

It was found that the cost for a steam passenger train is about \$1.50 per mile, compared to about 25 cents per mile for a motor bus.

Questionnaires were sent to over two thousand operators, and the resulting study was based upon representative returns, taking in all sections of the country.

The cost of operating a train of, say, two cars is about \$1.25 per mile, it was found, excluding maintenance-of-way expenses. At the same cost per mile five motor coaches can be operated, thereby giving patrons more frequent service.

"This study of comparative costs," says the A. A. A., "shows that the local train of two coaches has a seating capacity for about 125 passengers, while the motor coach may accommodate 20. If both the train and the coach were filled to capacity the cost per passenger mile would be about equal, but if the train only hauls 30 passengers, the advantage is with the bus."

## RECORD WORK AT OAKLAND

The recent completion of a third assembly line in the Pontiac Six factory several weeks before schedule has rendered possible a further increase in the record February production of Oakland and Pontiac Sixes, it is announced by Gordon Lefebvre, vice-president in charge of operations for the Oakland-Pontiac Motor Company.

By today the company will have built more than 20,000 units, the new production schedule representing the second increase found necessary this month. The original February schedule called for 22,207 Oakland and Pontiac Sixes. Later this was raised to 25,000 and the early completion of third Pontiac Six assembly line at a cost of \$250,000 has rendered possible the manufacture of 1,200 additional cars. The schedule increases were based upon signed orders received from Oakland-Pontiac dealers.

According to Mr. Lefebvre, the contractor erecting the \$2,000,000 new Oakland car assembly building has provided that the structure will be ready for occupancy on March 21. The transfer of machinery and equipment from the present assembly building will require about one week and the new assembly building will be in operation about April 15.

Because of the modern hard pavements, it is advisable to keep chains on tires only when necessary. Chains on dry pavements are harmful to the tires, make uncomfortable riding, are a strain on the engine and wear out faster.

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CORD TIRES  
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and  
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**AVOID THESE ROADS**

THE Crossroads of Neglect and Carelessness is a miserable stopping off place for a car owner. Treat your battery like a member of your family and ask us to keep it heated up to par. Our battery repairs put real get-away pep in a discouraged battery. You'll be satisfied that our charge is modest.

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**SAUNDERS-ELDER BATTERIES & SERVICE TIRES & SERVICE ACCESSORIES**  
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## SHIP READY FOR AIR, LAND

Part of the regular equipment of the U. S. S. Lexington, air-plane carrier, one of the largest in the world is a Graham Brothers truck which carries officers, or marines to the scene of action.

On top of the truck is carried an airplane when to be rushed to any point where the emergency exists.

The keel for the Lexington was laid Jan. 8, 1921 and the ship was launched Oct. 3, 1923 but did not leave the Fire River Shipyards, Bethlehem Shipbuilding Corp., Quincy, Mass., until Jan. 5, 1928. Some interesting data regarding the new addition to the navy are—Cost, \$75,000,000; length, 888 feet; breadth (extreme) 106 feet; carrying 88 planes; speed, 33 miles per hour; engines, combined horsepower, 150,000; crew of 1800 men and 400 officers; eight 8 inch guns and twelve 5 inch guns; is largest ship in U. S. Navy.

The man or woman who recognizes the wisdom of keeping a motor properly adjusted and equipped in winter should see the further necessity for taking

care of the battery. The mechanic who completed the job of testing the new adjustment by a drive around the block frequently says, "It's a relief." One of the things it often reveals is that the new adjustment is so tight as to leave the leaders sagging.

Rear-view mirrors, one of the vital appointments of safe driving in this day of congestion, need the cooperation of the car owner. They are to be really useful. When the streets and highways cause a great deal of dirt to be splashed on the rear window, and unless this is regularly washed, the mirror's efficiency is severely diminished. At no other season is the mirror so valuable to safety.



## Now That Motor Cars Last So Much Longer

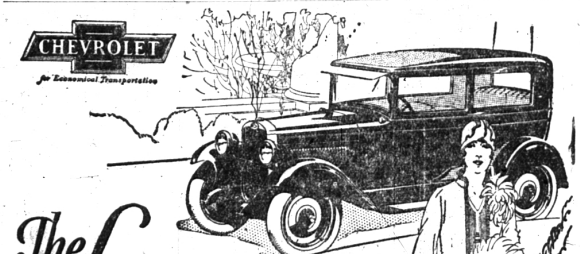
—there's more reason than ever for equipping them with truly reliable batteries—also more reason for giving those batteries the care they deserve. Willard 5-Point Service makes batteries last longer and give more uninterrupted service per dollar of battery cost.

**Birmingham Battery Service**  
125 East Maple Phone 902

## The Willard Battery men

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— NOW AT —  
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(IN THE CADILLAC GARAGE BLDG.)  
BODY AND FENDER REPAIRING  
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## The Lowest Price ever placed on an automobile with Body by Fisher!

**The COACH \$585**  
The Touring \$495  
The Coupe \$595  
The 4-Door \$675  
The Sport Cabriolet \$665  
The Imperial Sedan \$715  
Light Truck \$495  
Light Delivery \$375

Wherever automobiles are driven, the emblem "Body by Fisher" is recognized as a hallmark of quality. Everywhere, it identifies automobiles that are distinguished for style, beauty, and comfort.

The sensational success of the Bigger and Better Chevrolet is largely due to the fact that it brings all these exclusive advantages of Fisher styling and craftsmanship within the reach of everybody, everywhere!

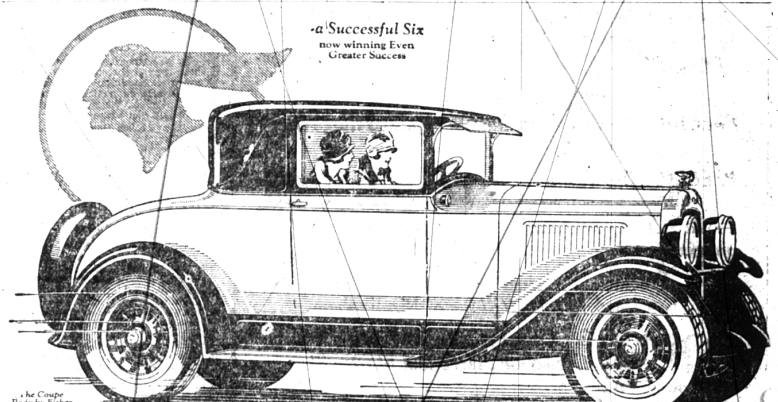
Consider, for instance, the Chevrolet Coach — which carries the lowest price ever placed on a car with

Body by Fisher. Long, low and racy... finished in genuine Duco... and with its body built of selected hardwood and steel—it offers all those qualities of beauty, comfort and safety that are characteristic of cars costing hundreds of dollars more!

Come in today and inspect the Bigger and Better Chevrolet. Note the advanced engineering in every unit. Go for a drive and learn the full meaning of Chevrolet performance. Learn, like tens of thousands of others have, that here is the world's most luxurious low-priced automobile!

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**QUALITY AT LOW COST**



## Impressive Six-Cylinder Performance at Its Most Impressive Price

**PERFORMANCE**—That's the outstanding factor in the sensational success of the New Series Pontiac Six! And real six-cylinder performance, too!

The power and high-speed endurance of the largest engine used in any six of its price class.

The smoothness and flexibility assured by the GMR cylinder head—that famous General Motors Research development available on no other low-priced six.

The reliability, economy and safety resulting from numerous other great new advancements in design—the cross-flow radiator with thermostat control, improved manifold and carburetor with accelerating pump, "down draft" crankcase ventilation, fuel pump with gasoline filter and four-wheel brakes.

Power and high-speed endurance—smoothness and flexibility—reliability, economy and safety... here, truly, is impressive six-cylinder performance at its most impressive price! Performance that no other low-priced six can possibly offer. Performance that is made even more delightful by vivid new style—by the luxury of new Fisher bodies—and by the convenience of such unexpected features as coincidental transmission and ignition lock, gasoline gauge on instrument panel, and tilting beam headlights with foot control.

See this lowest priced General Motors Six at any of the dealers listed below. Drive it. Compare it with any other car at or near its price—and you will know why everyone says it is the biggest, most beautiful, most modern six ever offered at \$745!

**2-DOOR SEDAN \$745**

Coupe \$745  
Sport Roadster \$745  
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Sport Cabriolet \$795  
4-Door Sedan \$825  
Sport Landau Sedan \$875

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# PONTIAC SIX NEW SERIES