

CITY'S MOTOR SHOW OF REAL BUYER VALUE

Is Home Institution: Cars Have Received National Acknowledgement.

Coming as it does immediately after the national automobile shows in New York and Chicago, the Indianapolis show next week is of great value to the automobile buyer because he is able to determine what motor cars have been received in the most enthusiastic manner by the public, according to Jack Hendricks, new general manager of the Indianapolis Marmon sales branch.

"The Marmon display at the fairground will bear two-fold importance this year," Mr. Hendricks said. "In the first place, the automobiles on display are the products of an Indianapolis institution which has risen to a leading position in the straight-eight field in the short space of a few weeks.

"Secondly, the New Marmon '68 and the New '78 were acknowledged as sensational features of the national displays, as well as the scores of other motor exhibits throughout the country in January and February.

New Program Succeeds

The Marmon company entered into production of straight-eights a year ago and the largest volume of sales in its history was the forerunner of this year's announcement not only of a new medium-priced eight, the new Marmon '78, but of a low-priced line as well.

"That the new program has met with instantaneous success is shown by the fact that orders have accumulated far ahead of the factory's immediate ability to produce, even though production is progressing at an average rate of 200 cars a day.

"A few days ago the Marmon board of directors unanimously approved a production schedule of 45,000 straight-eights in 1928—a program that means as much to Indianapolis as it does to Marmon.

"The annual pay roll at the Marmon factory will be in excess of \$4,500,000, and the company will spend more than \$18,000,000 with Indianapolis makers of material and parts for the Marmon '68 and '78."

For the Indianapolis show the local Marmon sales branch has arranged one of the most elaborate exhibits in its history. According to Hendricks, the exact nature of the display will not be made public until the opening of the show.

He declared, however, that the exhibit would be the first "open air" showing ever held under the roof of an automobile show building in Indianapolis.

Eleven cars will comprise the Marmon display at the Fairgrounds. These will include the first showing of the new Marmon '68 two-passenger speedster, a body style that has been in production only a few days and that heretofore has not been displayed any place in the country.

Coupe Is New Feature

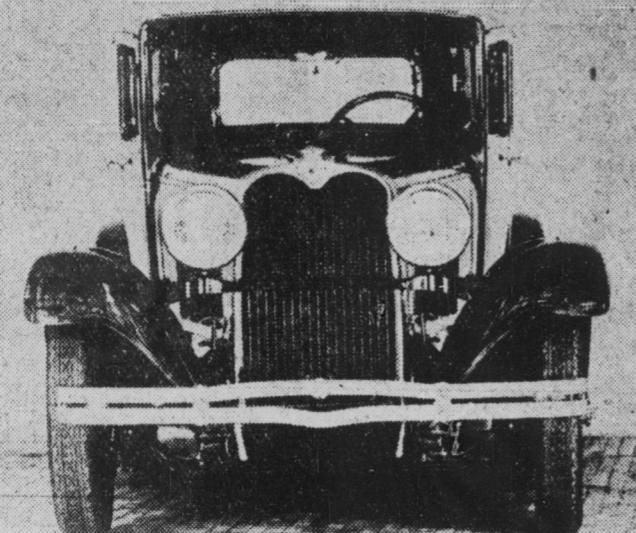
Another feature of the exhibit will be a new 68 Victoria coupe on a raised platform. This car is painted in a special color combination of cream and black.

The display will include representative body types in the new Marmon '78 line of straight-eights which sell at \$1,895 to \$1,995 at the factory. The new '68 cars have a base price of \$1,395.

Aside from the two lines of straight-eights Marmon will show several Series 75 body styles not only at the Fairground but at the showroom at Eleventh and Meridian Streets.

Despite its outstanding position in the automotive industry, the Chevrolet Motor Company is less than seventeen years old, having been organized as a Michigan corporation on Nov. 3, 1911.

Dodge Shows Victory Six



Victory Six sedan, above; below, picture shows milady's height is the same as that of sedan.

GAS VAPOR FORCE IS HARNESSSED IN OLDS 6

Regulated Pressure Rise Cylinder Head Developed by Engineer.

Harnessing of the powerful force contained in the explosion of gasoline vapor and air under compression has made the automobile possible, and engineers long have sought methods better to control this force and thereby utilize more of the power generated by the explosion.

In the new Oldsmobile Six being displayed at the automobile show here the engineers have succeeded in better putting this force to work by developing a "regular pressure rise" cylinder head. This permits using higher compression with ordinary gasoline and increases the power developed by the engine.

When the gasoline and air mixture is introduced into the combustion-head through the intake valve, it is compressed by the upward stroke of the piston. As the mixture is fired by the spark plug, there is rise in pressure, due to the expansion caused by the explosion.

By means of four curves in the cylinder head and the lowering of the height of the chamber over the pistons, the pressure rise is made progressive. Instead of a sudden harsh explosion, which creates a "rough spot" in the performance of the engine, the explosion or burning of the mixture is progressive and more continuous. This transmits steady power impulse to the piston rather than a sudden blow.

STUTZ INSURES AUTOS

Fedco System Shows Recovery of 100 Per Cent.

"Safety against theft," which the Stutz Motor Car Company more than a year ago added to the factors of safety given to purchasers of Stutz cars, has been given in a measure beyond all anticipation, according to indisputable statistics recently available.

During the first year in which the Stutz company used the Fedco system of theft prevention and detection and, coincidentally, protected all Stutz owners with "loss-of-use" insurance, only fifteen cars among the total distribution of the Stutz company for the year were stolen, and there was a 100 per cent recovery of those cars.

"We will present to every Stutz purchaser after July 1, 1926, a policy which we have taken out on his car, which will guarantee to him the payment of \$5 per day for every day, up to thirty days, that he is without the use of his Stutz car through theft," announced the Stutz company. "This action is, of course, an expression of our confidence in our product, and also in the Fedco system of theft prevention and detection that is used by us, but it will also serve to compensate to an extent an owner for the loss of use of his car."

Fisher bodies have been used since 1922 on Chevrolet cars, the only cars in the low price field so equipped.

SALES RECORDS SHOW CHRYSLER TO BE THIRD

Company's Advance in Business Volume Since 1924 Remarkable.

Continuing the unprecedented growth that has brought its name to the forefront among all motor car manufacturers, Chrysler is third in volume in the sales records of the National Automobile Chamber of Commerce for 1928.

In its progress toward the top of the entire automotive industry, Chrysler has advanced with a speed never before equalled by any other motor car company. Starting at the 1924 New York show in twenty-seventh place, the company advanced successively to eighteenth in 1925, ninth for 1926, fourth for 1927 and to third for 1928.

Its dollar sales volume during those years has grown from \$50,000,000 during the calendar year of 1924, to approximately \$300,000,000 for 1927. Its 1927 sales were more than six times those for 1924, when it made the greatest first year record in the history of the industry.

In the forty-two months from Jan. 1, 1924 to July 1, 1927, when Chrys-

Chrysler Shows New Sport Model



New Chrysler "72" sport roadster.

ler attained third place, the public bought the impressive total of more than \$850,000,000 worth of Chrysler products. It is believed that this smashes all previous records for any business organization of any kind in the world.

"No other make of car has ever recorded anywhere near such phenomenally rapid progress," said J.

E. Fields, vice president in charge of Chrysler sales, in commenting on the announcement. "It is a most impressive endorsement by the public of the principles which the Chrysler organization founded and has consistently fostered.

"Nothing even comparable with it has ever occurred in the history of the automobile industry. Only

two other makers of cars, each far

longer in the automobile field, still

remain above Chrysler in the N. A. C. C.'s records."

Chrysler's rise another notch this year recalls a statement issued a year ago in similar circumstances.

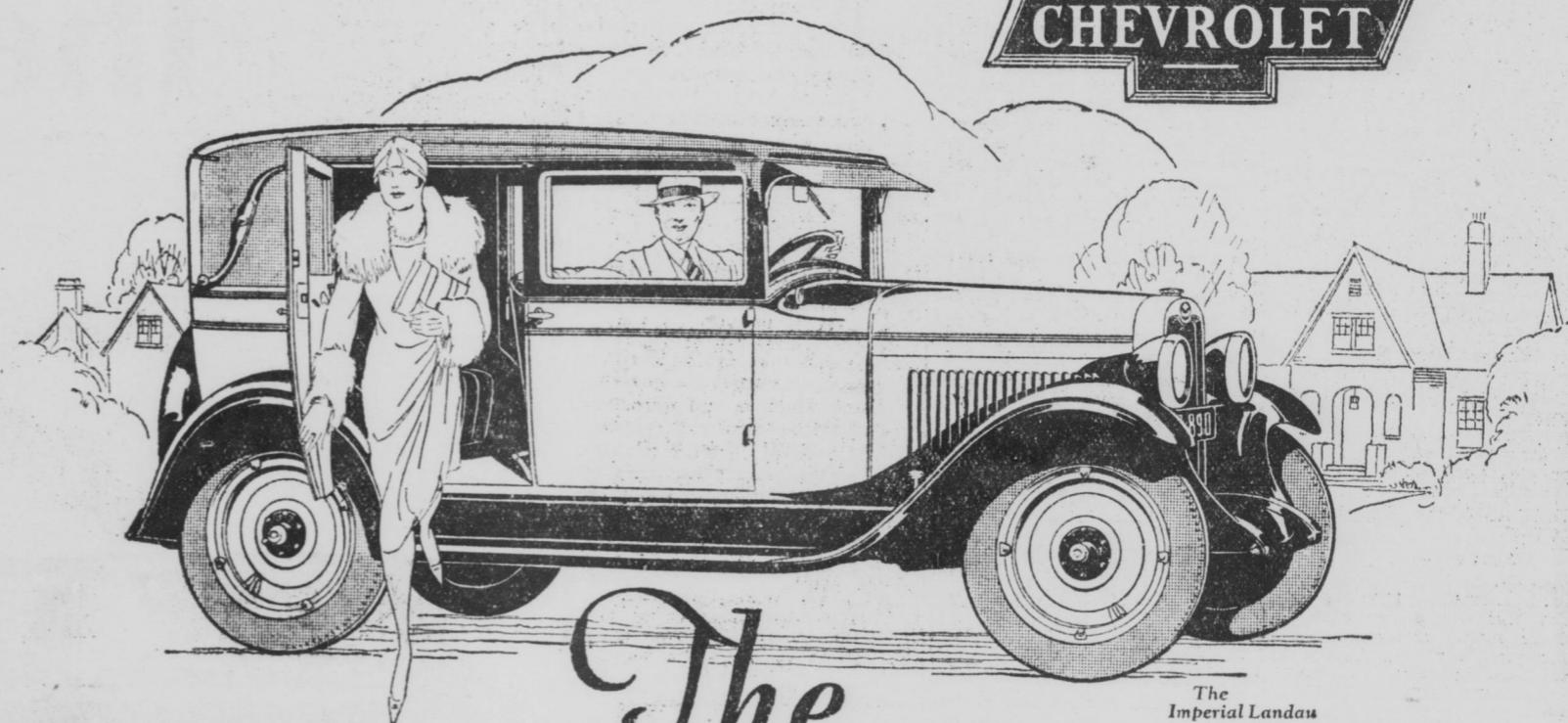
"It is the determination of Walter P. Chrysler and his organization so

rigidly to apply the Chrysler principles of standardized quality that fourth place in the industry will be merely a temporary stopping place

—a momentary pause on the way to a higher place they will earnestly try to deserve in public esteem."

for Economical Transportation

CHEVROLET



The World's Most Luxurious Low Priced Car

The longest wheelbase ever offered in a low-priced car! The riding ease of four semi-elliptic shock-absorber springs set parallel to the frame. The beauty and comfort of marvelous new Fisher bodies! The safety of non-locking four-wheel brakes! And the thrilling performance of an improved valve-in-head motor!

That's what you get in the Bigger and Better Chevrolet—a car so beautiful, so comfortable and so impressive that it is hailed everywhere as the world's most luxurious low-priced automobile!

Here, for the first time in the history of the automotive industry, is a low-priced car that embodies all the distinguished beauty and features of advanced design demanded in the world's highest priced automobiles.

Among the notable new engineering features incorporated are alloy "invar strut" constant clearance pistons; non-locking four-wheel brakes; specially designed hydro-laminated camshaft gears; mushroom type valve tappets; a crankcase breathing system; ball bearing worm and gear steering mechanism; and a complete new steel motor enclosure!

But amazing as these mechanical advancements are, they are matched in

impressiveness by the marvelous beauty that has been achieved in the Bigger and Better Chevrolet. Built on a wheelbase of 107 inches...swung low to the road...and with the hood streaming back in graceful unbroken lines to blend with the body contours, the Bigger and Better Chevrolet represents one of the greatest style triumphs ever presented in the low-price field.

No matter how much or how little you pay, you are entitled to those elements of motoring luxury which the spirit of progress has built into the fine motor car of today. And when you make your inspection of this great new car, you will realize that it provides exactly those qualities at the lowest cost.

Come in and see it today. Note the beauty, the symmetry and the roominess of the beautiful new Fisher bodies. Study the chassis, unit by unit—and observe the advanced engineering...the high quality construction throughout. Go for a drive—as far as you like, and over roads of your own selection.

Do that—and like tens of thousands of others, you will say that here is the most luxurious low-priced car ever offered...a worthy product of the world's greatest automotive organization.

Bigger and Better

Reduced Prices!

The Touring or Roadster	\$495
The Coach	\$585
The Coupe	\$595
The 4-Door Sedan	\$675
The Sport Cabriolet	\$665
The Imperial Landau	\$715
Utility Truck (Chassis Only)	\$495
Light Delivery (Chassis Only)	\$375

All prices f.o.b. Flint, Michigan

Check Chevrolet Delivered Prices

They include the lowest handling and financing charges available.

Jones-Whitaker Sales Co.

345 North Capitol Ave.

Marion Chevrolet Co.

Meridian at Eleventh

Hare Chevrolet Co.

540 East Washington St.

QUALITY AT LOW COST

DURANT 'GOES OVER'

Silver Anniversary 75 Hits Popular Fancy.

Now is the time for all bbf bbf

Much attention is being attracted at the Indianapolis Motor Show by W. C. Durant's new Silver Anniversary 75 with 4-speed transmission. With an advanced high speed engine, and a wheelbase of 119 inches, the car is said to be a sensational performer on the road.

The four-speed gear shift, with twin high transmission, is based on an entirely new engineering principle, exclusive with this car.

The model is presented in only two styles—a luxurious 4-door Town Sedan with six wire wheels and a trunk included at \$1,550—and a 4-door Sedan with artillery wheels at \$1,385.

Upholstery is of handsome plush with richly contrasting seat and back; the deep carpet is of a neutral tone. The body lines are extremely stylish, with a color choice of several of the new two-toned lacquers.

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—a momentary pause on the way to a higher place they will earnestly try to deserve in public esteem."

Now on Display

HOLMES-DAVIS SALES CO.

2004 N. Meridian St.

Talbot 2270

Special Salon showing at the salesroom all show week.

GARDNER
Eight-in-Line