

CHEVROLET HAS 'BIG CAR' LOOK OF DISTINCTION

Will Be Outstanding Attraction at Auto Show; Bigger, Better Than Ever.

One of the outstanding attractions at the automobile show this year is the distinctive new line of cars recently introduced by the Chevrolet Motor Company. Embodying all the smart features that made the preceding model the most popular car of 1927, the new line incorporates marked advances in every detail of beauty, speed, power, economy and riding comfort.

Displayed under the title of the "Bigger and Better" Chevrolet, the new line represents the results of lessons learned through thirteen years of constant progress in the building of low-priced transportation. A brief appreciation of some of the advances in this year's Chevrolet may be had by noting the following highlights:

Extended wheelbase, greater speed and power, four wheel brakes, longer, roomier Fisher bodies, new Duo colors; thermostat cooling, shock-absorbent springs, motor enclosure, and indirectly lighted instrument panel and other advantages built in as a result of lessons learned through thirteen years of constant progress.

Distinctive Look in Car

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.

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

Stressing the beauty of line are new honeycomb 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 radiator cap the line is unbroken and nearly level.

Radiator shells are of non-rusting airplane metal; while the thermostat control of the cooling system is an additional feature.

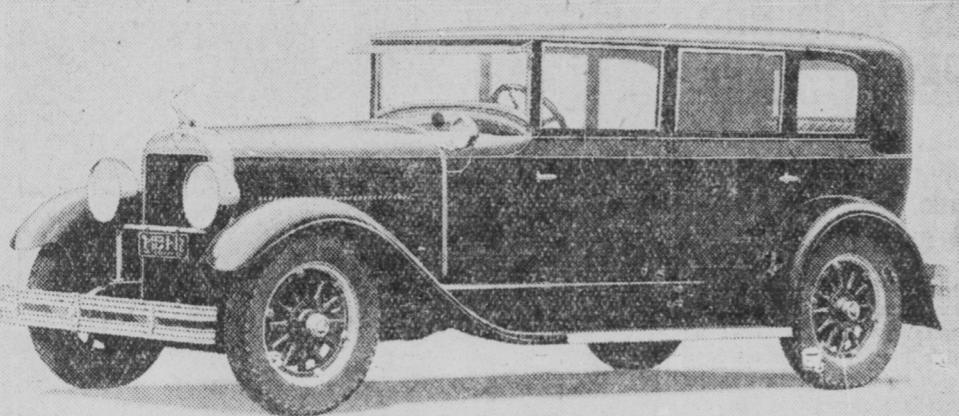
Complementing the extra four inches in wheelbase is increased length in several of the body types. The sedan body is five inches longer than a year ago. The sedan body likewise has been increased two and three-quarters inches.

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

Balloon Tires on All

All passenger models have larger 30x4.50 balloon tires and steel disc wheels as standard equipment. Oth-

Hudson Super-Six 7-Passenger Sedan



The new design of the Hudson custom bodies permits the building of ample passenger accommodation into this seven-passenger Hudson custom sedan without unpleasant bulk or size. Aluminum paneling actually saves the weight of an extra rider, preserving Hudson's brilliant super-six performance.

er standard equipment includes stoplight, rear vision mirror, gasoline gauge, complete tool set and theftproof steering and ignition lock.

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

Another important achievement in the 1928 line is the new shock absorber semi-elliptic springs which run parallel to the frame and equal 84 per cent of the increased wheelbase of the car.

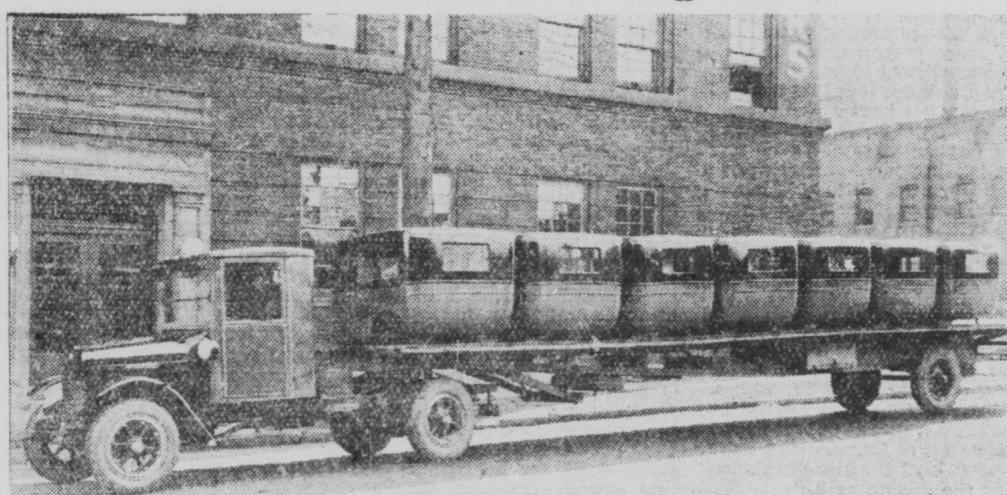
COMFORT BIG CAR FEATURE

Willys-Knight Design Has Ease as Main Aim.

A marked feature in the presentation of the 1928 line of Willys-Knight Special Sixes at the automobile show is the unusual roominess provided for driver and passengers in each of the several models offered. These cars so are designed to provide utmost comfort and restfulness for the occupants. The seats likewise are arranged at a proper angle to provide comfort, especially in long drives.

The popular Willys-Knight Special coach provides ample seating capacity for five passengers. The driver is provided with thirty-seven and one-half inches of leg room from clutch pedal to seat. The sedan in this popular line also offers maximum roominess with seventeen and one-half inches wide, seventeen and one-half inches deep, while the rumble seat has a

Truck Cares for Long Hauls



The long-distance hauling needs being cared for by means of the speedy motor truck continually are increasing. In the accompanying illustration is shown how the transportation of nine automobile bodies at a time between Grand Rapids and Toledo by an International Harvester model SF one and one-half-ton motor truck with 140-inch wheelbase and forty-foot trailer is accomplished. The total weight of trailer and bodies shown is 10,883 pounds. The round trip between the two cities is 390 miles, and according to F. E. Boynton, owner of the truck he has averaged four round trips in a week with a gasoline consumption of one gallon for thirteen miles.

width of forty-two and one-half inches and a depth of sixteen and one-half inches.

The Willys-Knight Special roadster also is marked by generous interior proportions, with a front seat forty-four and one-quarter inches wide and seventeen and one-half inches deep.

The coupe model furnishes ample room with the seat forty-three and one-half inches wide and eighteen and one-half inches deep. Generous roominess also is provided in the Cabriolet coupe, with the front seat forty-three and one-half inches wide, seventeen and one-half inches deep, while the rumble seat has a

FEATURE CABRIOLET

Willys-Knight Great Six Offered in Optional Color Combinations.

The Willys-Knight great six cabriolet coupe, presented by Willys-Overland Company, is offered in optional color combinations, this innovation being a 1928 feature. Outstanding smartness characterizes this model, which accommodates four persons, two in the front seat and two in the rumble seat built into the rear deck. This model is a "two-type" car being easily converted from a closed model into a wide open roadster by merely lowering the collapsible top and dropping the two side windows into the slots in either door. It is powered by a six-cylinder Willys-Knight sleeve valve engine that develops 75 horsepower and is endowed with abundant power and speed to meet every demand of the driver.

Floor space of the thirteen Chevrolet factories in the United States covers 5,338,359 square feet.

STUTZ COLOR POLICY SETS PACE FOR 1928

No Two Cars Alike; Each Is Virtually Customs-Built Product.

Refinement and color! These are the Stutz presentations to the public for the new season.

If refinement has become the ambition of the Stutz body engineers, color has become the fetish.

As a result, Stutz is doing the most startling thing in the history of the industry, insofar as color is concerned. During the present season, no two Stutz cars will be alike.

The Stutz phrase "Each car as exclusively as a Paris gown" will be literally true. The individualization together with the custom character of the finish and appointments, will make every Stutz actually a custom-built car.

To achieve this, the collaboration of the foremost color authorities in the country has been developed.

A new and varied line of bodies, and a host of motor and chassis refinements that will mean much in performance, ease of riding and ease of handling also characterizes the splendid Stutz models that will be exhibited for the first time at the motor show.

Not the least of the achievements which the Stutz Motor Car Company has to offer for the shows and the coming season is a much wider range of Weymann Flexible bodies—ten in all—and all of entirely new design.

Twelve Custom Models

The low-hung bodies which Stutz brought to the industry two years ago and which have been so widely adopted since then have, with certain very definite improvements, been retained.

Stutz still retains the advantage of the double-drop chassis, which two years ago gave it the lowest foundation enjoyed by any manufacturer upon which to build bodies and, until the bevel and hypoid gear rear axles are abandoned in favor of the worm gear type, Stutz will continue to enjoy that advantage.

Stutz is entering the new season with twelve custom models, exclusive of the Weymann custom line, certain body variations of the custom line, and sedan-coupe bodies by LeBaron and Fleetwood.

WAR ON NOISES COST MILLIONS

Quietness to Be Had in New Dodge Victory Six.

Millions of dollars and millions of hours have been spent by the automotive industry during the last few years in the never ceasing war on noises. Over the drafting boards, on the test tracks, in the machine shops, hundreds of men are constantly trying to make motor cars quiet, and to build them so that they stay quiet after long service.

Minor squeaks and feeble rattles offer exactly the same challenge to the automobile industry of 1928 as did the loud chug-chugs and the metallic clatters of 1908.

The owner who, twenty years ago, was satisfied with a car that could be heard two blocks away now hustles to a service station if a valve tappet ticks as loudly as a kitchen clock. Everywhere in motor dom the demand is for silence.

Motorists like to have their cars seen, but not heard.

"In developing the Victory Six, the Dodge Brothers' organization considered quietness as one of the main ideals towards which to work; as evidenced in speed, beauty, operating economy, or dependability," said A. H. Knight, consulting engineer.

"The L-head type of engine was chosen, for one reason, because it is quiet. The designers paid careful attention to each individual engine part to insure permanent quietness throughout many thousands of miles of service and with minimum need of mechanical attention."

whose cumulative effect has been to strengthen its position greatly.

In the models for 1928, refinements which appeal to the exacting feminine driver are particularly numerous. There is first of all the new stylish low-slung effect, achieved by means of the double-drop frame, without sacrifice of head room or road clearance.

There is a new vogue in motor car beauty, achieved by new colors in lustrous Duo and a new interior treatment.

Comfort of riding has been increased materially by the addition of hydraulic shock absorbers

front and rear on all models, in conjunction with redesigned cantilever springs.

Chrysler

New LOWER PRICES \$670
and upwards, f.o.b. Detroit

FOREMOST IN
Quality
FOREMOST IN
Value
FOREMOST IN
Performance

CHRYSLER—offering sensational new values at its sensational new lower prices—is the center of attraction here this week for those who are interested in modern motor car trends.

Four great lines of cars—"52," "62," "72" and the New 112 h.p. Imperial "80"—a car and price to suit your needs and means, newly priced from \$670 to \$3495, f. o. b. Detroit.

Here are Chrysler's extraordinary values, the lowest prices at which Chrysler cars have ever been sold, and the finest cars in the history of Chrysler.

In the brilliant special Chrysler ex-

hibits at the Automobile Show and in our salesrooms, the new and more marvelous Chrysler values will quickly explain Chrysler's advance in the first 42 months of its existence from 27th to 3rd place in sales, as announced at the New York Auto Show—a record

unprecedented in even this remarkable industry.

It is clear from the keen interest displayed in the beautiful Chryslers on display this week, that the preference for Chrysler is accumulating ever greater strength and that the public appreciates the still greater values which Chrysler now provides.

Join the throngs and view the splendid new Chryslers at the Automobile Show or Chrysler salesrooms to see how far Chrysler is foremost in quality, value and smartness. Then, best of all, make arrangement at any of these exhibits for a demonstration to learn by experience just how far Chrysler is foremost in performance.

CARL H. WALLERICH Inc.

MAIN 1920

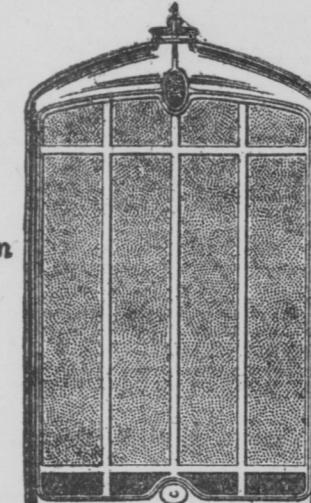
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Edgewood Garage, Indianapolis, Ind. (Edgewood)
Fisher's Garage, La Grange, Ind.

Michael Flaugh, Hoosierland, Ind.
West End Garage, Columbus, Ind.
Marshall Bros., Shelbyville, Ind.
Zarites Sales Co., Bluffton, Ind.
Hoosier Motor Sales, Phillipsburg, Ind.
Roy Montgomery, Greensburg, Ind.

Superior Motor Sales, Ft. Wayne, Ind.
West End Garage, Columbus, Ind.
Zarites Sales Co., Bluffton, Ind.
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