

COLOR AND LINE TO ADD VARIETY TO 1929 SHOWS

Auto Exhibits Will Present
Radical Innovations
Over Past.

Radical departure from what has been seen in the past will feature the national automobile shows this season. A number of elements will combine to make the big displays in Grand Central Palace, New York, the week of Jan. 5 to 12, and in the Chicago Coliseum, Jan. 26 to Feb. 2, new and different from predecessors—things which tend to prevent a great industry from becoming static after twenty-eight years.

One of these elements is the modern use of color, which is becoming more expressive in industry every day. Numerous new color combinations and departures in handling the color masses of bodies with certain modernistic touches, will be noted.

Silhouettes New
Another element is the change in silhouette, both front and side view, of the new models, which, in general, is refreshing to the eye. The application of dynamic symmetry to low-hung car bodies and chassis—and the tendency to make the lines rhythmic and simple, will be quite apparent on many show models.

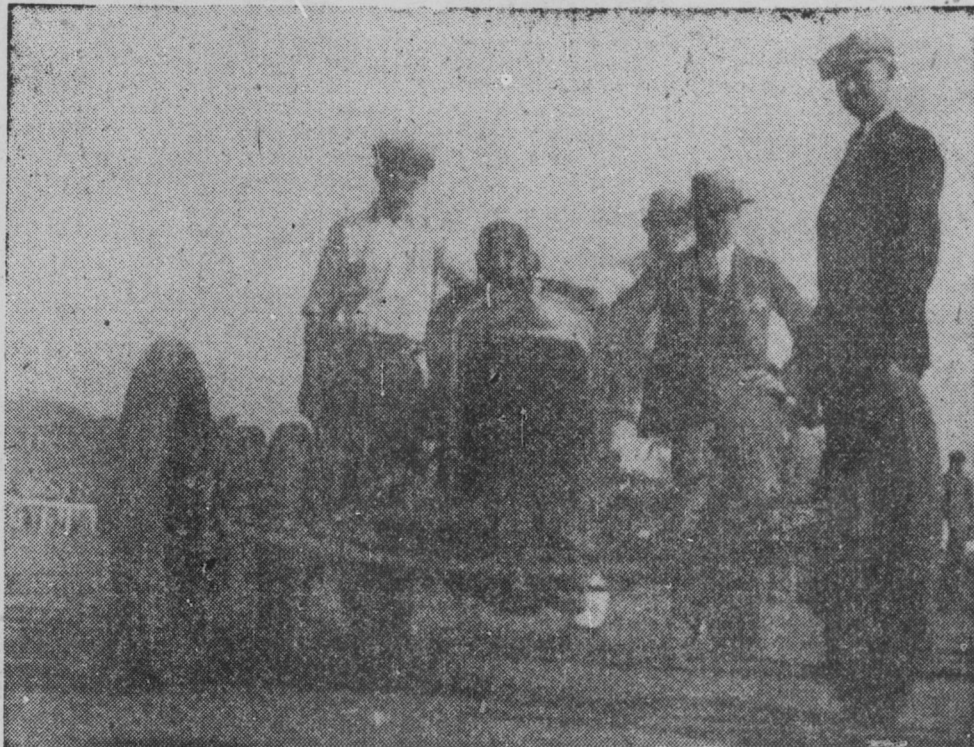
As for the setting of the show itself, the exhibition arrangement and the decorations will be different from what has gone before. Details of this will be announced shortly. A grand staircase to be constructed in the center of the show, ascending from the main floor to mezzanine, will be the feature about which the decorative scheme will be built.

Foreign Makers Invited
Another novel show feature is the international aspect, foreign makers being invited to exhibit this year for the first time. British, German and French cars will be shown. On Monday, Jan. 7, automobile men from many lands will take part in the International day activities. President Alvan Macaulay and the board of directors of the National Automobile Chamber of Commerce have invited more than 7,000 automobile dealers in 107 countries.

At the New York show in Grand Central Palace there will be shown more than two hundred passenger cars, forty-four of them being American makes and five being foreign products.

There will be several hundred exhibits of parts and accessories. The shop equipment section again will be featured, with sixty or more exhibitors. In this there will be numerous interesting new devices.

New Dirt Track Speedster Here



This new speed creation, the first product of the Clemons Motors Company, Inc., is proving a sensation among racing fans. The motor is designed wholly for dirt track racing, being light, powerful, and economical to operate.

Heretofore dirt track race cars have used "pepped-up" stock motors. However, as dirt track racing has become more popular each year, a demand has been created for race cars built especially for that purpose.

Therefore, the Clemons Motors Company produced such a motor and car for dirt track trade. Tests have shown that it has excessive speed and the endurance qualities for long competitive racing.

F. E. Clemons, designer and builder of Clemons' motors products, is vice-president and advisory engineer of the company. His name is known from coast to coast as builder of the finest and fastest dirt track cars.

One of his products is the famous C-1 car which established the Winchester Motor Speedway record two and one-half years ago. The record still stands, thought some of the best cars of the country have tried repeatedly to lower it.

Officers of the Clemons Motor Company are T. B. Jenkins, president; F. E. Clemons, vice-president; G. H. Lilly, secretary and treasurer, and Emmett Irvin, manager.

STUTZ BOOSTS MANAGER FORCE AS SALES MOVE

Five Experienced Executives
Added; Plan Increase
in Production.

Preparatory to enlarged production plans and a contemplated increase in the number of distributors and dealers throughout the country, Stutz Motor Car Company of America, Inc., recently has added five new district managers to their sales force, according to an announcement by Ed R. Parker, general sales manager.

The new Stutz field representatives are F. K. Maitland, James P. Boyd, Edward M. Knoff, Jules Ellingboe and H. H. Hevey.

All of the new district managers come to Stutz with long years of training in the automobile business, and they are men who are well and favorably known in the industry.

Maitland, who will serve as a special factory representative for Stutz, has been associated with Willys-Overland, Chandler and Studebaker.

Associated With Other Firms
Boyd was connected with Willys-Overland, Inc., for more than nine years, starting as retail sales manager of their Seattle factory branch and then in the capacity of manager of Willys-Overland branches at Spokane, Indianapolis and Denver.

He joined the domestic sales organization of Dodge Brothers, Inc., last spring.

Since 1919, Knoff has been associated with Pierce Arrow, Willys-Overland and Chandler. He was special representative for Pierce Arrow from 1919 to 1921 and served in the same capacity for Chandler from 1921 to 1925.

Experience Wide
Jules Ellingboe is one of the best known members of the automobile racing fraternity. He has piloted a racer six times in the international 500-mile race on the Indianapolis speedway and has engaged in many other speed contests throughout the country.

Hevey has spent the last eight years in automobile sales work, with Marmon, Chandler, Studebaker and Willys-Overland. He sold cars at retail for the Marmon branch in Indianapolis from 1920 until 1922.

Tail Lights—

By "Swede" Swanson

DR. JOHN J. TIGERT, former United States commissioner of education, tells the American Automobile Association that education should be the first means of assuring national safety.

By this Dr. Tigert means education of children even more than education of their parents, explaining how this effort has been begun in the public schools of the nation. Modern methods of education, however, require the co-operation of parents if everything possible is to be gained for the good of the child. If the parents are indifferent, if they neglect their children, the teacher in school has almost a useless task before her.

Even more so is this co-operation required when it comes to safety education, for here the parent most likely is driving through the streets in a high-powered automobile, tooting his horn for children to get out of the way and almost running down in his hurry to get somewhere.

Were this parent to think of the children, were he to consider their keen desire for play and their demand for the open spaces of the street, he would be more considerate.

Too many of us fail to consider this matter from the children's viewpoint. Too many of us, in other words, need education first before we can expect our children to be educated.

There are many reasons why an exhaust should get excessively hot, but only one explanation for a hot exhaust without an overheated engine.

This is known as the choking of the muffler.

In other words, the muffler is clogged or damaged in such a way that the hot exhaust gases do not exit quickly enough. There is a backing up action that overheats the muffler, then the exhaust pipe and next the exhaust manifold.

If it continues the engine will also overheat since it is obliged to work against back pressure. Late timing, rich mixture and faulty valve action cause engine overheating, but the trouble starts in the engine and then extends to the exhaust system.

According to figures of the automobile club of Southern California, Los Angeles leads all cities in increase of registration of motor vehicles and traffic control, personnel during the past ten years. The increase in registrations has been 1,280 per cent and the increased control 475 per cent.

Fresh tar spattered on your car can be removed by spreading butter over each tar spot and leaving it stand over night. The tar comes off easily the following morning.

New Jersey has increased its speed limit along country highways from thirty to forty miles an hour. Speed limitations are also placed on drivers at school zones, curves, grade crossings and municipalities.

The United States Bureau of Standards has developed a new meter which can measure the speed of an engine twenty-five times a second. The instrument is designed to determine the degree to which low-test gasoline will permit acceleration.

The American Engineering Council's committee on street signs, signals and markings is asking for "brief and clear traffic signs, placed as nearly as possible at the point where their message is to be obeyed."

A new road, contemplated by Boston, will extend two miles through the downtown section and will cost \$32,000,000.

DODGE SALES SOAR

Price Slashes Bring Heavy
Demand for Cars.

Price reductions of \$150 to \$250 recently announced on all Victory Six and Standard Six models have resulted in unusually heavy demands for cars from Dodge Brothers dealers everywhere. Shipments have been speeded up to take care of orders pouring in to the factory, and indications are that November shipments will be one of the heaviest in months in the history of the company.

The reductions were announced to the public after aggressive work at the factory aiming at volume production and sales.

"At these new low prices, a value never before offered in the industry is presented to the public," said John R. Lee, general sales manager. "All models are the latest types built by the company, and represent a wide selection of body styles and color combinations. The reductions

CARBURETORS IMPROVED

Oakland Sixes Have Air Cleaner As
Feature.

Efficient muffling of carburetor "hissing," reduction of fire hazard and practically 100 per cent air cleaning are advantages claimed for the new type "oil-wetted" air cleaner used as standard equipment on the latest Oakland All-American Six.

The cleaner, attached to the intake of the larger carburetor, is composed of a porous mass of oil-wetted copper ribbons enclosed in a metal cylinder through which air is drawn, according to research engineers at the AC Spark Plug company, makers of the cleaner, in a report to the Oakland Motor Car company. "In passing through the pores of this filtering mass," the report continues, "any dust particles come in contact with the oil surface and are retained by them."

WILLYS-OVERLAND IS KEEPING YEAR'S PACE

October Sales of Whippets Show
Gain of 100 Per Cent Over 1927.

With October sales of Whippet fours and sixes and Willys-Knight sixes showing an increase of 100 per cent over the same month of 1927, Willys-Overland maintained its month-by-month record breaking achievement that has marked the first ten months of the current year.

This notable accomplishment began in January at the time the prices on the Whippet four models were slashed to the lowest mark in Willys-Overland history and placed the Toledo manufacturer in direct price competition with the lowest priced fours without reducing in any way the quality of the cars or elimination of any of the features.

From the first of the year right on through the close of October the Willys-Overland company has shown remarkable gains over 1927. The current year is stamped as the greatest ever experienced by the company.

as announced have brought a quality six on the market at prices formerly paid for a four.

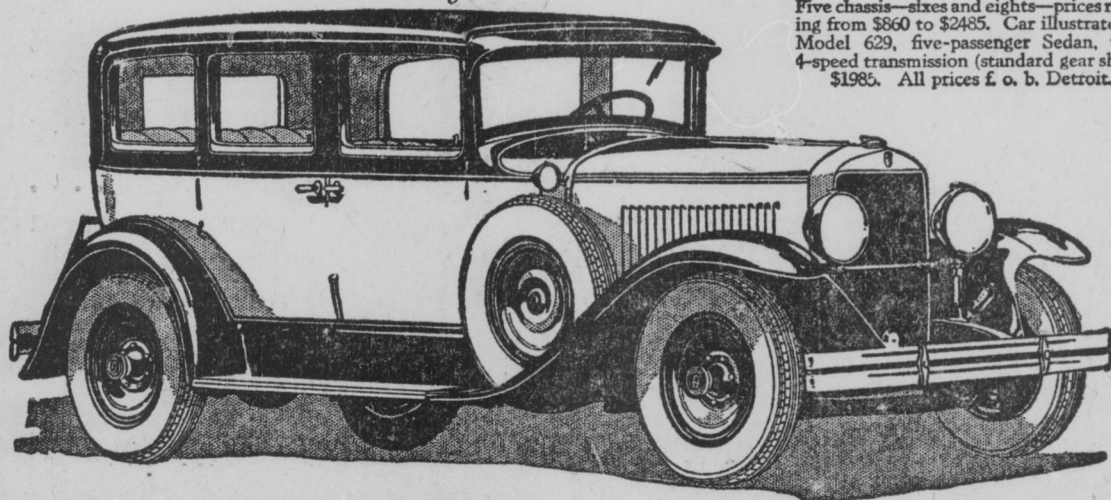
Owners Appreciate Two High Speeds

Owners appreciate driving a Graham-Paige with two high speeds. Fourth, used most of the time, gives a new smoothness and swiftness—third (a quiet, internal gear), provides rapid acceleration in traffic, and up steep hills. The gear shift is standard. You start in second—first, in reserve, is seldom used. A car is at your disposal.

Joseph B. Graham
Robert C. Graham
Ray A. Graham



Five chassis—sixes and eights—prices ranging from \$560 to \$2485. Car illustrated is Model 629, five-passenger Sedan, with 4-speed transmission (standard gear shift), \$1985. All prices f. o. b. Detroit.



Come In and DRIVE This Car Yourself
GRAHAM-PAIGE of INDIANA, Inc.

1030 NORTH MERIDIAN STREET
JONES & MALEY
3551 Massachusetts Ave.
CHERRY 4135

Duckwell Motor Co., Anderson, Ind.
Behard Auto Co., Richmond, Ind.
C. C. Farmer, Bloomington, Ind.
Walkerville Garage, Shelbyville, Ind.

Fensterlin Motor Sales, Madison, Ind.
Tribby's Garage Co., Greencastle, Ind.
Hack & Cannon Co., Vincennes, Ind.
Corban Motor Sales, Terre Haute, Ind.
Sears-McFadden, Inc., Muncie, Ind.
McKibben Motor Sales, Lafayette, Ind.

(Factory Branch)
ASSOCIATE
DEALERS
C. I. Briggs, Kokomo, Ind.
Thurman Motor Co., Frankfort, Ind.
William E. Carson, Peru, Ind.
Siefert & Son, Connersville, Ind.
Hastings Auto Sales Co., Greenfield, Ind.

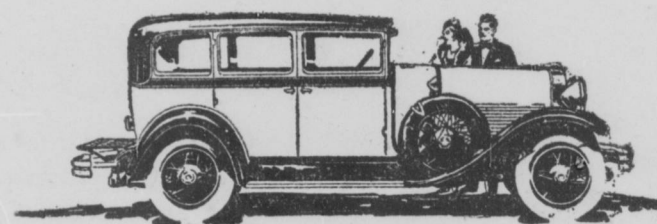
Lincoln 7341-2-3
HARRY V. HYATT, Inc.
1127 Shelby St.
DRexel 4646

Baker Auto Co., Alexandria, Ind.
Lyons Motor Sales, Logansport, Ind.
Harold Murphy, Evansville, Ind.
Ireland Auto Co., Monticello, Ind.

GRAHAM-PAIGE

MARMON

UNDER THE DIRECTION OF
G. M. WILLIAMS



Many people still think of Marmon as a \$3000 or \$5000 car. For twenty-five years Marmons did cost that... Today, however, a Marmon may be had at around \$1500—thanks to a new and aggressive policy which for the first time has made it possible to own one of America's finest makes with all obstacles of price removed... Naturally, this new lower priced car is not a \$5000 Marmon, but it is an exceptionally fine \$1500 automobile, of striking distinction, outstanding performance and proved dependability. Why have anything less than a Marmon, now that this famous car may be had at prices which thousands are accustomed to pay for the large production makes?

To those who have long respected Marmon—why not a new Marmon Eight as your next car?

Prices—New Series 68, \$1465. New Series 78, \$1965. Both are straight-eights. All prices f. o. b. factory. De luxe equipment extra.

MARMON CARS DISTRIBUTED IN THIS TERRITORY BY

INDIANAPOLIS SALES BRANCH,
MARMON MOTOR CAR COMPANY,
MERIDIAN AT 11TH ST.,
INDIANAPOLIS

Dealers and Service at
all Important Points