

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.

Officers of the Clemons Motors Company produced such a motor and car for dirt track trade. Tests have shown that it has excessive speed and 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, though some of the best cars of the country have tried repeatedly to lower it.

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

DODGE SALES SOAR

CARBURETORS IMPROVED

Price Slashes Bring Heavy Demand for Cars.

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

WILLYS-OVERLAND IS KEEPING YEAR'S PACE

Oakland Sixes Have Air Cleaner As Feature.

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.

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Experience Wide

Jules Ellingsboe 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.

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.

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