

# News of The Auto World

## CHEVROLET READY WITH NEW LINE

### Hosts of Improvements Said To Be Embodied In Latest Cars

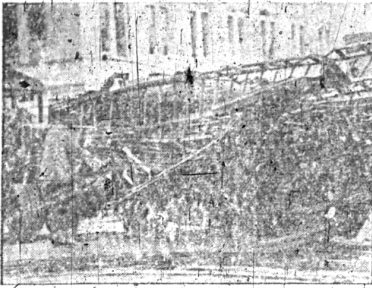
Surpassing all its former achievements as the world's largest manufacturer of three-speed transmission cars, the Chevrolet Motor company today announces an entirely new line of automobiles, heralded as the most beautiful in Chevrolet history.

Embodied in the new line which goes on display throughout the country today are hosts of improvements, many of which were found hitherto only in larger and more costly cars. The economies of tremendous volume production have made possible the new line which individualizes the new life, according to a factory statement.

The new cars are mechanically finer, entirely new in body lines, smarter in appearance, completely in equipment and outstanding in the display of colors. Seven models, five closed and two open cars comprise the line. One model, a rakish, beautiful sport car, has been added.

Beauty and refinement has been stressed in the design. Apartments have been catered to with a thoroughness that promises to please the most fastidious motorists. Succeeding the smoother Chevrolet, the new line has been built to establish a new standard in the low price field.

## Five Trucks Meet in Fatal Crash



With a crash heard for blocks a five engine and a hook and ladder ran some together on Jan. 5, a factor which was not mentioned in the report. A heavy truck, owned by the Detroit Fire Department, was in the line of cars, and the driver, who was invited to sign an affidavit as to the cause of the crash, has now signed the affidavit.

## Automotive Official Declares 1927 Holds Great Prosperity

By Roy C. Hayes

Increasing world business for the first half of 1927 is forecast by H. H. Grant, general sales manager of the Chevrolet Motor company, who declared today that there is every reason to believe that the country will continue to enjoy the even prosperity that attended several historic years in the past twelve months.

"There is no evidence," he said, "in the industrial program that would indicate anything but a promising outlook for the early months of the new year." Mr. Grant declared in a paper which he will be employed, the national car capital is the greatest in the world, and the industry is the most advanced in the world.

## ADDED INNOVATIONS FOR AUTO SHOW

### National Annual Exposition Begins Saturday, Meetings, Conventions Planned

With several added innovations and in new dress, the twenty-fifth annual National Automobile Show opens in Grand Central Palace, New York, next Saturday, occupying the four vast lower floors, which will be followed shortly by the National Auto Show in Chicago, Jan. 29 to Feb. 5.

"During the week of the New York show many meetings and conventions of various branches of the automotive industry will be held at various hotels, and are connected with the show and contribute to its interest."

The importance of the show in the World Motor Transport Congress held this season for the third time in the city, with visitors from 50 foreign countries will attend this congress, which is under the auspices of the National Automobile Chamber of Commerce.

Many of the visitors it is understood, will take advantage of the opportunity to visit some of the larger American factories, while they are here and they will be given every opportunity to visit to see everything to instruct and interest them.

The New York traffic control men when they return from their tour in the world, will also be shown and explained to them.

In the National Automobile show there will be exhibits of complete cars, motor trucks, equipment and accessories. There will be approximately 300 complete passenger cars, the products of 40 manufacturers, while 10 makers of light commercial vehicles will display from two to four models each of their latest designs. Three exhibitors will show taxicabs.

Shop equipment and light motor trucks constitute two entirely new sections in the automobile automobile show.

## ROADS CLEARED OF DEEP SNOW

State and County highways were in good shape Tuesday morning and no snowing of traffic was noticeable. It from the heavy fall of snow. Snow plows were at work early and all the main roads were in good shape.

Along the state highways the many snow fences, placed there before the first snow of the year, kept the drifts from piling up along unprotected stretches.

The snow plows used by Oakland County are mounted on trucks and operated throughout the county.

## BIRMINGHAM DRIVER ARRESTED IN DETROIT

John Young, 29 years old, Birmingham, was arrested in Detroit and charged with hitting a pedestrian who stood in a safety zone, driving without a license and leaving the scene of an accident, following a chase through Detroit streets by Deputy H. E. Collins who witnessed the accident. Young is said to have struck John Mercer, 3803 Harrison avenue at Grand River and Buchanan street. Mercer was not seriously hurt.

The world's smallest phonograph, only 4 inches in diameter and less than 2 inches high, is the product of a Swiss inventor.

Paper makers of Canada will now use a forest products laboratory at McGill University with \$20,000 for research purposes.

## ELIMINATION SEEN IN PASSENGER CAR

### Concentration In Hands Of 25 To 30 Companies Is Expected

"Greater concentration of business in the hands of 25 or 30 companies is becoming more obvious, and several eliminations from the passenger car field are in prospect," says James Dalton, industrial authority of Motor Magazine, who speaks on "Economic Factors of 1927" in the New York district meeting of the National Automobile Dealers Association, in Commodore Hotel, New York City, Jan. 10 and 11, 1927.

Dalton was widely known in the newspaper field and with the Associated Press before coming into the automobile industry, where his ability as an analyst and interpreter of business facts won him widespread recognition in the short time.

"The dealer situation," says Dalton, "shows little change. New car sales are satisfactory for the dealers handling 'standard' lines but most of the profits are being consumed by trading losses. Used car stocks have been heavy, and the depreciation of values in the result of business will be the result of inability for the large number of producers to satisfy the market. This competition among the dealers will bring even sharper competition among the producers, and their near neighbors.

"The public will benefit as in the past. Quality producers have been supplying dealers with three and four line cars in different price classes. An effort to hold position in the market will also partly from necessity to make it possible for dealers to expand volume to offset dealer losses and allow them to stay in business. The dealer aspect of the situation is the more important."

## AUTO ACCIDENT BRINGS OUT FIRE DEPARTMENT

A misunderstanding in calling the police brought the fire department to the scene of an automobile accident on West Maple at Chestnutfield road recently.

A collision resulted when John Koppelman, of Wayne, because of a defective steering mechanism lost control of his car and ran into the car driven by Dr. J. C. Kerrin, 42, of Toledo.

Ivan Koppelman, with his car was struck for eight minutes at the police station.

## Dodge Convention Detroit's Largest

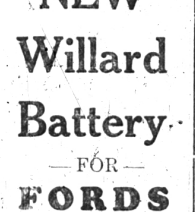
Dodge's largest sales convention ever held in Detroit opened yesterday and today when the Dodge Brothers dealer organization convened for its twelfth annual meeting. Nearly 5,000 are to attend, including members of the Evans-Taylor organization, of Birmingham. In addition to Dodge Brothers and Truck Brothers dealers from the United States, nearly 100 Canadian sales representatives are present and several foreign countries are represented.

Sixteen special Dodge Brothers trains from North, East, South and West, included the convention visitors in Detroit Tuesday. Hotel rooms reserved for their thirty-day stay were assigned to the guests on arrival.

The meetings, combining business and pleasure are being held at the new Masonic Temple, said to be the largest and most beautiful Masonic edifice in the world.

While the dealers are in Detroit, Dodge Brothers, Inc. will stage its annual dealer automobile show displaying the very latest of improved Dodge Brothers' types, together with the major types of Graham Brothers trucks.

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## Autoists Urged To Get Tags

Good motoring citizenship demands the early procurement of 1927 license tags. Beside furnishing the authorities with a means of identifying the car, the license furnishes public revenue, and such should be paid promptly as the citizen pays his yearly taxes upon his home or upon any other property, according to W. G. Brown, secretary of the Oakland County Auto club.

"It is indeed thoughtless upon the part of the motorist to wait until the last minute before getting his tags," asserts Mr. Brown. "The car owner surely realizes that he must get them sooner or later, and good judgment dictates that they be had before the rush is the close of the year. Getting automobile tags really is such a small thing that it is inconceivable how so many motorists fail to do so until the last few days of the 'old year,' he said.

"Oakland Auto club members may procure their license plates at the club office in Pontiac or Royal Oak. This service has been open to members for the last three years," he pointed out.

St. Nicholas of London, arrested for spitting in his partner's eye, was placed under a peace bond for one day, the bond being one penny.

## Random Doings of a Random World

Artificial sausage casings, made of a cellulose product from cotton seed fibres, resembling artificial silk, but fit to be eaten, have been invented by two American scientists.

The German process of producing glycerol sugar is manufactured from sawdust, has been patented by the United States.

About 425,000 tons of free nitrogen from the air, which takes the place of 2,700,000 tons of Chilean nitrate, is now fixed for fertilizers in Germany annually by the Haber process.

An ingenious device for eliminating toughness from beef steak is the invention of a high school boy at Asia, Okla.

Synthetic jewels are used in about 90 per cent of the watchwork now being manufactured.

They make of rubberized fibers in one piece has been produced by a new process by an American inventor.

A durable fabric made from eye, based on fibres of pineapple leaves is now being manufactured in the Philippines.

## Timetables to be issued shortly by Swedish railroads will number the hours 1 to 24, eliminating a and p.

Chopin's monument in Warsaw, Poland, begun 25 years ago, was recently unveiled in the presence of a notable gathering of musicians from all countries.

There is to be built a 300-room hotel for airplane passengers at Tempelhof field, near Berlin, where 75 local and international air lines converge.

Two policeman guards are to be assigned to each important railroad train in Japan, as protection against bandits.

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County commissioners of Buncombe county, North Carolina, have provided white cotton nightshirts for county convicts. Capt. L. E. Davis, convict boss, sarcastically suggests that the young men runners and other criminals in his charge should have red nightshirts with halitropia trimmings.

## Ramsey Motor Sales

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Here are score after score of advancements in design, literally too numerous to list completely—but typified by one-piece full-crown fenders, bullet-type lamps, coincidental steering and ignition lock and large 17-inch steering wheel.

Here is definite assurance of longer life, more satisfactory operation and even greater economy—for all models are equipped with a new AC oil filter and an improved AC air cleaner!

Such features as these are usually found only on cars costing up into the thousands. They are marks of distinction on the world's finest automobiles. Yet these are now offered on The Most Beautiful Chevrolet because the spectacular growth

of Chevrolet popularity has sent Chevrolet production to tremendous volume—and only the economies of tremendous volume plus inspired engineering make possible the manufacture of so fine a car to sell at Chevrolet prices.

We urge you to come in for a personal inspection. And we ask you to come, not in the customary casual mood—but actually anticipating the revelation you would expect when the world's largest builder of gearshift automobiles announces a completely new line of cars whose truly great value is based on irresistible beauty

and a host of improvements including:

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- New Tire Carrier
- New AC Oil Filter
- New Bullet-Type Head Lamps
- New Coincidental Lock
- Combination Ignition and Steering Lock
- New Duco Colors
- New Gasoline Gauge
- New Radiator
- New Bodies by Fisher
- New Remote Control Door Handles
- New Windshield
- On Open Models
- New Heavy One-piece Full-crown Fenders
- New Hardware
- New Running Boards
- New Brake and Clutch Pedal Closure

## With These Amazing Price Reductions

|  |   |   |  |
|--|---|---|--|
| THE COACH \$595<br>Former price \$645  | THE COUPE \$625<br>Former price \$645   | THE SEDAN \$695<br>Former price \$735                             | THE LANDAU \$745<br>Former price \$765 |
| The Touring Car \$525<br>Price includes balloon tires and 1927 disc wheels. Former price \$575, with balloon tires only. | The Roadster \$525<br>Price includes balloon tires and 1927 disc wheels. Former price \$575, with balloon tires only. | The Sport Cabriolet \$715<br>Entirely new model with fumble-seat. | 1-Ton Truck \$495 (Chevrolet Only)     |
|  |   |   | 1/2-Ton Truck \$395 (Chevrolet Only)   |

Balloon Tires Now Standard on All Models  
All Prices F. O. B. Flint, Mich., Effective January 1st, 1927

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