

Of Interest to Motorists

AUTO SHOW THREATENS OLD MARKS

Not since the days when the automobile was in its experimental stages have so many new models and engineering innovations been promised for an automobile show as will be seen in the twenty-ninth annual exhibition of the Detroit Auto Dealers Association in Convention Hall, January 21 to 28.

Nearly all of the manufacturers who will exhibit their products in the Detroit show will present entirely new models for the first time in Detroit, and in this list are included many varied departures about which many rumors have been circulated for several months.

Even now, it is not known just what a great many of these new developments will be, but it is certain that the automobile show will present more of real interest to the motoring public than it has for several years. This is due, in a large measure, to the fact that automobile production has increased

so enormously that competition now demands that the manufacturer bend every effort to keep his motor car a step or two in advance in order to meet the keen competition.

While a great many changes will be found in body designs, coloring, upholstery and refinements which are designed to add to the comfort of motorists, still mechanical improvements and entirely new types of chassis will also be greatly in evidence. Some of the manufacturers are bringing out models which are entirely new from radiator to tail light, and will not be recognized as the make whose name plates they bear and with all of the many improvements which are being made, prices will not be increased, but rather the tendency is to reduce the cost to the consumer without the opportunity being lost.

COLORS VARY
It is possible that no D. A. D. A. Show in the past will ever have presented the varied coloring combination which will be found in the 1928 exhibit which means a most beautiful show from the spectator's standpoint.

One of the three acres of floor space in Conventional Hall, which will be devoted to the showing of passenger and commercial cars, has already been allotted by the show management, and all efforts are now being bent to provide a decorative scheme which will be

entirely different than any seen in Detroit in past years, and provide a suitable setting for the display of the \$2,000,000 worth of merchandise which is on exhibition.

The tire industry will be represented in the show for the first time in many years when a miniature show will be shown actually making tires. It is doubtful if many people have a good idea of the process employed in building a tire, and this feature should prove highly interesting and instructive.

MODEL SHOPS
The other half of this wing of the building will be devoted to the working exhibit of model shop equipment in which 40 manufacturers of machines and tools designed to make the servicing of automobiles speedy and efficient, have combined in one big exhibit. This model shop will be arranged that every machine will be in actual operation with expert operators to demonstrate and explain the uses of them. The eight jobs in automotive equipment in Detroit are responsible for making this exhibit.

In the northeast wing, adjoining the shop equipment show, will be found the accessory department which always proves most interesting to show visitors. This department has been increased about 50 per cent over last year's exhibit and will include between 150 and 200 different devices designed to make the owning and operating an automobile more enjoyable. The accessory department will include a great many novel exhibits ranging from the smallest tool to demonstrations of new methods of painting and upholstery.

In addition to these various departments, one section of the building is again being devoted to an exhibit of commercial and delivery cars, and there will also be display of high grade speed boats, making the Detroit show the most complete of any in the country.

WHEN IN DOUBT, DON'T
When one is in the pass over of ten is the question on Winter streets and highways. On a dry surface, the motorist would pass without questioning the wisdom of his course. A good rule to follow during the current season is: when there is the slightest doubt, it is better to stay behind.

Gracious Lines
The body of the new club sedan has graceful lines and a low hung appearance which gives the car an entirely distinctive air. Detroit's custom body designer responsible for its outstanding beauty, has succeeded in retaining the smart lines characteristic of the Erskine which actually increasing the interior headroom.

The seats are wider and deeper, and there is an increased amount of head room and leg room for driver and passengers. Wide sweeping crown fenders of new design, the embossed hood panel wide in the front to the broad body belt, and the graceful curve of the roof line combine to give the car a distinctive low line. A new and more beautifully designed radiator is topped by the poised figure of Atlanta, and flanked by ornate type headlamp with brightly lighted rims.

In contrast to the new club sedan presents a new degree of business and comfort as a result of increased interior dimensions. The two doors—just a fraction under a yard wide, give easy access to the comfortable high-backed seats in the front compartment. Both seats are hinged to fold forward, and are adjustable to suit the individual preference of passengers. The wide rear seat, which affords ample room for three persons is deeply cushioned. Both front and rear compartments have an exceptional amount leg room.

Beautiful Interior
All instruments and controls are placed to afford the maximum of convenience for the driver. The newly designed instrument board is beautifully finished in two-tone lacquer, and instruments are set in rectangular frames in an attractive panel indirectly illuminated to prevent night driving glare. The instruments include a hydrostatic gasoline gauge in addition to the usual speedometer, ammeter, and oil pressure gauge. Coincidental lock to steering and ignition for the key to which also operates the door lock, is conveniently mounted on the steering column.

Three lever controls for spark, throttle and the twin-beam headlights are mounted on a steering wheel, which is of new and attractive flat design with thin grip. Automatic windshield cleaner, complete ventilating windshield, rear vision driving mirror, and cowl ventilator add to driving comfort and convenience.

The interior of the club sedan is beautifully finished in rich velour of blue gray hue. Brightly finished hardware, a dome light, ash receiver, arm rests and silken curtains for the rear window suggest the completeness of its appointments.

Brilliantly increased performance
The new American Edition of the Erskine Six—a club sedan—will be introduced to the United States this week, according to an announcement by officials of the Studebaker corporation of America.

The appearance of the new club sedan, with a larger, roomier body and a new and more powerful motor, follows completion of the work of introducing the Erskine into the export markets of the world, which during the past twelve months it has met with unqualified success.

The new Erskine was designed primarily for the American market. It meets American demands for ample roomy comfort. It also offers the brilliant performance of Studebaker's triumph in winning every official speed and endurance record for fully equipped stock cars of this class of power.

The tests on Studebaker's million dollar Proving Ground have pointed the way for improved gasoline economy and smoother operation at all speeds, as well as improved chassis design which includes a more rigid frame and new multiple leaf springs that materially improve riding comfort and roadability. The chassis of the new American Edition of the Erskine has rear motor support mounted in rubber to eliminate any possibility of vibration reaching frame and body.

MICHIGAN LEADING IN TRAFFIC LAWS
Detroit and Michigan rank first among all states of the Union in their compliance with the National Hoover Code of uniform street and highway legislation, according to Howard D. Brown, legal head of the Detroit Automobile Club, who was appointed last week to the drafting committee of the Hoover Conference. On return from Washington, D. C., yesterday, where a general committee meeting was held under the direction of William E. Metzger, general chairman, Brown reported that Michigan had the least of any state to do in becoming completely uniform in street and highway legislation.

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Try An Eccentric Classified Ad.
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HUPP MAKES NEW RECORD

Continued heavy demand for the new Huppobile 1228 Six has set a new last quarter record for production and sales, according to R. S. Cole, general sales manager of the Hupp Motor Car Corporation.

"In view of the very satisfactory December sales total, following the record sales which made November the best month in the company's history, the last three months of 1927 will go into Hupp annals as the largest last quarter the company has ever known," said Mr. Cole.

"The remarkable reception accorded the new Six shows no signs of slackening. The initial enthusiasm, which brought in a volume of orders during November far beyond any previous month we had known, has continued with unbroken force. Even yet, weeks after the new cars were first put on the market, a flood of orders is still pouring in from all parts of the country. Our dealers everywhere are highly enthusiastic over the public's reaction to the appeal of the new car's features and our reports from all sides give cause for high confidence over the prospect for Hupp business during the coming year."

"One of the very gratifying aspects of the record business of the last two months is that it was in marked contrast with the seasonal decline reported in motor car sales generally. It is all the more satisfactory because it was attained in the face of serious handicaps for we have encountered difficulty in obtaining sufficient materials to meet the heavy demand for the new car and have also to take into account the fact that the factory was closed December 24 for inventory, cutting off time that we have since recovered the production record even above the high figures it has reached."



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